



STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

Programme Learning Outcomes/Intended Programme Learning Outcomes

Graduates of a Bachelor's Degree will have a broad and coherent body of knowledge in their disciplines, with a deep understanding of the underlying principles and concepts in one or more disciplines as a basis for independent lifelong learning.

At the end of an undergraduate programme students will be able to

- Describe and define critical concepts in their discipline
- Explain and discuss concepts and ideas pertaining to their discipline
- Demonstrate a broad understanding of their discipline
- Demonstrate communication skills to present a clear, coherent and independent exposition of knowledge and ideas
- Demonstrate understanding of the interconnections of knowledge within and across disciplines
- Apply knowledge, theories, methods, and practices in their chosen field of study to address real-world challenges and opportunities
- Demonstrate proficiency in experimental techniques and methods of analysis appropriate for their area of specialisation
- Generate and analyse data using appropriate quantitative tools
- Construct and test hypotheses
- Demonstrate cognitive and technical skills to synthesise knowledge in interrelated disciplines
- Demonstrate critical thinking and judgement in identifying and solving problems with intellectual independence
- Demonstrate the skills needed to be able to function successfully in their field
- Show responsibility and understanding of local and global issues
- Demonstrate through their actions and speech that they are agents of social justice and change
- Practice the discipline's code of ethics in their academic, professional and personal lives
- Practice the values of democracy and principles of human rights
- Show self-awareness and emotional maturity
- Demonstrate career and leadership readiness
- Demonstrate intercultural, interracial, interclass, inter-caste, and ethical competency
- Exhibit the ability to work in teams
- Exhibit a strong sense of professionalism in a range of contexts
- Demonstrate sensitivity and readiness to share their knowledge, experience, and capabilities with the marginalised and oppressed in their communities

STELLA MAIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086.

DEPARTMENT OF COMMERCE

PROGRAMME DESCRIPTION

B.Com. (GENERAL)

The B.Com. (General) degree programme equip students with the knowledge and technical skills necessary to understand and participate in the modern business world. The programme allows the students' to critically evaluate and improve decision making skills.

It provides foundation for students who aspire to pursue professional courses such as CA, ICWA, CMA, ACCA, CFA and MBA. It enables the students to equip themselves for careers. It enables them to develop entrepreneurial skills and thus manage their own business effectively. To strengthen their skills and knowledge, workshops, seminars, guest lectures, business quizzes and mock interviews are conducted during the course of study. Apart from the academics, multiple cultural and social activities such as intra-departmental, inter- collegiate cultural and social and environmental awareness programmes are conducted for holistic development and to create a sense of community.

PROGRAMME SPECIFIC LEARNING OUTCOMES

On successful completion of this programme, students will be able to

- understand the procedures relating to the preparation of financial statements and to utilise their knowledge and solve practical problems
- apply the techniques of management in their day to day managerial activities
- understand the methods of ascertaining product cost with practical knowledge on various costing techniques
- analyse the business situation using statistical tools
- apply the tools and techniques to arrive at rational decisions
- perform their personal banking functions
- demonstrate understanding about the fundamentals of financial services and players in financial sectors
- understand the principles of law relating to economic, FEMA, IPR and environment protection law that is essential to manage business transactions
- analyse the scenario in the Indian financial system and its operations and regulations

- demonstrate necessary skills to identify various investment alternatives and to take advantage of favorable investment opportunities
- present financial reports for forecasting and managerial decision making
- use the accounting packages, such as Tally for effective decision-making and improved performance
- demonstrate and acquaint students with the fundamental principles of company law and to expose students to the statutory provisions relating to the formation and management of a company
- demonstrate knowledge of insight into various concepts like capital structure planning cost of capital, dividend policies and working capital
- analyse the concepts and factors affecting human resource planning, recruitment and selection
- demonstrate an understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints
- provide an overview of the fundamental concepts of e-commerce and to understand the web based business models and the e-commerce business applications
- demonstrate interpersonal communication, business etiquette and business relationship building skills
- acquire conceptual knowledge of the fundamentals of the corporate accounting and the techniques of preparing the financial statements
- understand the computation of income taxable under different heads
- demonstrate comprehensive knowledge on the various aspects related to entrepreneurial development and to manage new business ventures
- understand and evaluate the audit process and procedures
- show knowledge of Corporate Social Responsibility (CSR) initiatives
- understand the importance of international business and impact of globalization
- acquire a wide range of exposure and gainful insights across various disciplines from the general elective courses offered by other departments

FINANCIAL ACCOUNTING

CODE: 19CM/MC/FA13

OBJECTIVES OF THE COURSE

To provide the students conceptual knowledge about the Accounting Standards and basic concepts of financial accounting.

To enable students to prepare the financial Statements for internal and external Reporting.

To equip the students with the skill in preparing Accounts for different types of business entities.

COURSE LEARNING OUTCOMES

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

Create a complete record of Business transactions

Prepare and examine the Income Statement

Analyse the Financial Position

Provide relevant financial information from the financial statements for decision making

PRINCIPLES AND PRACTICE OF MANAGEMENT

CODE: 19CM/MC/PM13

OBJECTIVES OF THE COURSE

- To acquaint students with the management practices of the past and present
- To understand the recruitment and selection strategies in organisation
- To enable students to appreciate the contribution made by Management thinkers
- To familiarise students with the recent development in Management

COURSE LEARNING OUTCOMES:

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

- Analyze the functions of Management in organizations
- Comprehend the role of effective leaders in an organization
- Apply theoretical concepts into the practical management functions
- Understand the concepts of Accountability, Centralization and working together in teams

LIFE SKILLS: PERSONAL AND SOCIAL

CODE: 19CM/SS/PS13

OBJECTIVES OF THE COURSE

- To enable students to understand the working of Indian Governance and laws
- To empower students as citizens by teaching them how to use the RTI, the PIL and the FIR
- To provide students an insight into the strengths and virtues essential to improve wellbeing
- To bring about awareness of societal dynamics
- To create awareness, impart knowledge and hone skills necessary to make sound financial decisions

COURSE LEARNING OUTCOMES

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

- demonstrate knowledge of the working of the government
- file RTIs, PILs and FIRs

- improve their quality of life
- exhibit social consciousness
- exhibit prudent behaviour in managing personal finance

ENTREPRENEURSHIP - NEW VENTURE CREATION

CODE: 19CM/AC/EN15

OBJECTIVES OF THE COURSE

- To familiarize students with the practical knowledge of establishing a business.
- To provide comprehensive knowledge to the students on the various aspects related to entrepreneurial development
- To help students to understand the stages in the process of setting up the Business
- To enable students to understand the skills required for setting up a new venture

COURSE LEARNING OUTCOMES

On successful completion of this Course, students will be able to

- Analyse the business environment in order to identify business opportunities
- Evaluate the effectiveness of different entrepreneurial strategies
- Identify and understand the important elements for the success of entrepreneurial ventures
- Understand the current status of e-business concepts and follow its development

COST ACCOUNTING

CODE: 19CM/MC/CT24

OBJECTIVES OF THE COURSE

- To provide students an understanding of the basic concepts of cost accounting
- To enable students to understand the methods of ascertaining the product cost
- To expose students to the practical application of Costing

COURSE LEARNING OUTCOMES

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

- Differentiate Cost Accounting from other branches of Accounting
- Calculate Material, Labour and Overhead Cost
- Prepare Cost Sheet
- Solve problems relating to Process and Operating Costing

BANKING AND INSURANCE SERVICES

CODE: 19CM/MC/BI23

OBJECTIVES OF THE COURSE

- To familiarise students with the theoretical structures about banking and insurance services
- To equip students with the technological changes in Banking and Insurance services
- To provide a comprehensive knowledge to the students on the procedural formalities in dealing with different types of Banking and Insurance Services
- To acquaint students with the various banking and Insurance Products

COURSE LEARNING OUTCOMES

On successful completion of the course students will be able to

- Understand the importance of Banking and Insurance services to the society
- Appreciate the major reforms in the Banking and Insurance sector
- Comprehend the nuances of banking and insurance industry
- Equip with requisite skills for a successful career in Banking and Insurance Sector
- Use the provisions of the Acts in real time situation

BUSINESS STATISTICS

CODE: 19CM/AC/BS25

OBJECTIVES OF THE COURSE

- To give a practical exposure to the students on the various statistical method and to arrive at rational decision through systematic analysis and interpretation
- To educate the students on the effective and efficient application of various statistical tools associated with research in business fields
- To enable students to understand, analyse and interpret the data using various statistical tools and techniques

COURSE LEARNING OUTCOMES

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

- Demonstrate knowledge on standard statistical distributions
- Report the trend using secondary data
- Analyse the business situation using statistical tool
- Apply the tools and techniques and arrive at rational decisions

ENVIRONMENTAL STUDIES

CODE:19CM/GC/ES12

OBJECTIVES OF THE COURSE

- To help students to gain the fundamental knowledge of the environment
- To create in students an awareness of current environmental issues
- To inculcate in students an eco-sensitive, eco-conscious and eco-friendly attitude

COURSE LEARNING OUTCOMES

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

- Articulate the interdisciplinary context of environmental issues
- Adopt sustainable alternatives that integrate science, humanities and social perspectives
- Appreciate the importance of biodiversity and a balanced ecosystem
- Calculate one's carbon footprint

LIFE SKILLS – HEALTH, ENERGY AND COMPUTER BASICS

CODE: 19CM/SS/HC13

OBJECTIVES OF THE COURSE

- To sensitise students to the fact that good health lies in nature
- To create an awareness about energy obtained from different components of food and to plan for a balanced diet
- To enable students to understand the significance of energy conservation and strategies for conserving energy
- To provide a basic knowledge of computer fundamentals and Email configuration

COURSE LEARNING OUTCOMES

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

- identify the importance of a few plants and their health benefits
- recognise the causes and symptoms of common disorders

- calculate food energy values and follow the Recommended Dietary Allowances (RDA) and appreciate the need for them.
- conserve energy and use it responsibly
- understand computer configuration for purchase of personal computer and E mail setting

ACCOUNTING FOR BUSINESS

CODE: 19CM/AC/AB25

OBJECTIVES OF THE COURSE

- To familiarise students with the basic accounting principles
- To expose students to the importance of cost ascertainment
- To provide an understanding on the project appraisal techniques

COURSE LEARNING OUTCOMES

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

- Use accounting concepts and principles
- understand the techniques of analysing the financial positions
- Develop the ability to use accounting information on business decisions
- Apply accounting concepts, principles and processes

LEGAL ENVIRONMENT OF BUSINESS

CODE: 19CM/MC/LB34

OBJECTIVES OF THE COURSE

- To introduce the students to the legal environment of Business
- To familiarize the students with the provisions of law that is essential to protect the environment in managing the business
- To provide a comprehensive knowledge to the students on the procedural formalities in dealing with different aspects of business transactions
- To acquaint the students with the ability to recognize and manage legal risks

COURSE LEARNING OUTCOMES

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

- Understand the complexity of the law relating to Business
- Identify the fundamental legal principles behind contractual agreements.
- Appreciate the challenges relating to formation and operation of business
- Comprehend the features of different acts applicable to business

FINANCIAL MARKETS

CODE:19CM/MC/FK34

OBJECTIVES OF THE COURSE

- To provide students with a comprehensive knowledge on the role and functions of Financial Markets
- To educate students about the practical relevance and importance of the Indian Financial System
- To expose students to financial intermediaries and Regulatory Institutions

COURSE LEARNING OUTCOMES

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

- Understand the components and emerging trends of Indian Financial System
- Recognize the importance of Financial Regulatory Institutions and Markets
- Analyze the need for financial instruments
- Comprehend the relevance of Financial Institutions

MANAGEMENT ACCOUNTING

CODE: 19CM/MC/MA34

OBJECTIVES OF THE COURSE

- To enable the students to prepare and analyse the financial data for internal reporting, cost control and effective decision making
- To equip the students with tools used for managerial decision making
- To create an awareness on the practical applications of cost control concepts and techniques for effective planning and forecasting

COURSE LEARNING OUTCOMES

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

- Prepare Financial Statements for examining the relevant financial and cost data
- Use the tools and techniques for understanding the relationship between two different financial information
- Interpret and Analyse the Financial and Cost statements
- Present financial report for forecasting and managerial decision making

INVESTMENT PLANNING

CODE: 19CM/MC/IP33

OBJECTIVES OF THE COURSE

- To emphasize to the students the need for Savings and Investment
- To familiarise the students with different Investment avenues
- To assist the students plan and manage personal savings and investments
- To create an awareness on the laws relating to investor protection

COURSE LEARNING OUTCOMES

On completion of the course the students will be able to

- Identify various investment alternatives
- Acquire the skills to take advantage of favorable Investment opportunities
- Work towards financial security
- Understand the role of various regulatory authorities for investor protection

FINANCIAL MANAGEMENT

CODE: 19CM/MC/FM44

OBJECTIVES OF THE COURSE

- To familiarize students with the principles and practices of financial management
- To provide students a sound conceptual frame work for financial decision-making
- To enable the students to select and apply the techniques in managing working capital
- To assist the student apply the concepts of financial management

COURSE LEARNING OUTCOMES

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

- Understand the financial environment within which the organizations must operate
- Measure risk and return and explain the tradeoff between risk and return
- Critically evaluate the financial objectives of various types of organizations and the respective requirements of stakeholders
- Calculate the value of various financial assets

MARKETING

CODE: 19CM/MC/MG44

OBJECTIVES OF THE COURSE

- To provide students a broad background on the nature and scope of marketing concepts used in business
- To enable students to have a clear understanding of the marketing function
- To provide knowledge on the marketing mix (4P's) and demonstrate how today's managers employ these tools to gain a competitive edge in the global economy
- To facilitate an understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints

COURSE LEARNING OUTCOMES

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

- Understand the role of the marketing function within a firm

- Describe key market segmentation and targeting strategies
- Identify the elements of the marketing mix (4P's) and common strategies
- Recommend and justify an appropriate mix of the 4P's to create a cohesive marketing strategy for a new product
- Identify and relate new trends in marketing which has an impact on consumers

COMPANY LAW

CODE: 19CM/MC/CL44

OBJECTIVES OF THE COURSE

- To acquaint students with the provisions of Companies Act relating to formation of company
- To expose students to statutory provisions relating to the management of a company
- To enable students to understand and interpret the provisions of company relating to raising of finance and distribution of surplus

COURSE LEARNING OUTCOMES

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

- Identify legal issues relevant to the formation and management of the company
- Comprehend the legal and procedural aspects relating to raising and distribution of funds
- Understand the provisions relating to the concepts and modes of winding- up

HUMAN RESOURCE MANAGEMENT

CODE: 19CM/MC/HR43

OBJECTIVES OF THE COURSE

- To acquaint the students with the concepts and emerging trends in human resource management
- To educate the students on the managerial, operative and maintenance aspects of the human resources in an organization
- To familiarize the students with the processes and mechanism of managing Human Resources

COURSE LEARNING OUTCOME

On successful completion of the course students will be able to

- Understand the roles and responsibilities of HR Managers and the challenges faced
- Analyze the concepts and factors affecting human resource planning, Recruitment and Selection
- Measure the effectiveness of Training methods of employees and managers and the techniques involved
- Examine the strengths and weaknesses of different performance management system

COMPUTER APPLICATION IN FINANCE

CODE: 19CM/AC/CF45

OBJECTIVES OF THE COURSE

- To impart knowledge to the students on computer skills relating to business environment
- To provide students hands on experience on current analytical tools for interpretation of financial situation
- To expose students to the tools for financial data analysis and reporting techniques

COURSE LEARNING OUTCOMES

On successful completion of the course students will be able to

- Analyse the company's financial position.
- Identify and utilize appropriate technology for effective decision-making and improved performance
- Effectively use the accounting package – Tally
- Use business forecasting techniques

CORPORATE ACCOUNTING

CODE: 19CM/MC/CA54

OBJECTIVES OF THE COURSE

- To provide the students Conceptual Knowledge of basic Accounting Principles and Accounting Standards in the preparation of Consolidated Financial Statements of a Company
- To enable students to acquire the skills to interpret and analyse the financial position of the Company
- To equip the students with techniques to be followed in case of Restructuring and Liquidation

COURSE LEARNING OUTCOMES

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

- Create a record of the transactions of a company
- Prepare the Consolidated Financial Statements of a company
- Provide relevant financial information from the Financial Statements for decision making for the company
- Understand the Accounting Procedures for Restructuring and Liquidation of Corporate entitie

INCOME TAX LAW AND PRACTICE

CODE: 19CM/MC/IT54

OBJECTIVES OF THE COURSE

- To acquaint students with the provisions of the Income Tax Act
- To enable students to understand the computation of income under different heads
- To educate students on the computation of taxable income and tax liability

COURSE LEARNING OUTCOMES

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

- Understand and apply the Provisions of the Income Tax Act
- Ascertain the taxable income of an individual
- Compute the tax liability of an individual
- File Income Tax returns

E – ENTERPRISE MANAGEMENT

CODE: 19CM/MC/EM53

OBJECTIVES OF THE COURSE

- To provide valuable guidance to students to understand the technological changes in the business world
- To understand the practice and process to start a business
- To familiarize the students with various concept in managing the E-Business
- To provide knowledge to the students on the procedural formalities in dealing with E-Business

COURSE LEARNING OUTCOMES

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

- Know how to build and manage an e-business
- Analyse the e- business environment
- Generate and evaluate ideas for new business ventures
- Develop a perfect theoretical knowledge on e- business components

BUSINESS COMMUNICATION

CODE: 19CM/MC/BC53

OBJECTIVES OF THE COURSE

- To familiarise students with the essentials of business correspondence
- To enable students to develop their business communication skill
- To help students to understand the importance of communication in business
- To assist students to appreciate the importance of business language and presentation

COURSE LEARNING OUTCOMES

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

- Comprehend the importance of communication in business
- Evaluate the role of technology in making communication effective
- Prepare resume and presentable job application letters
- Appreciate the importance of AIDA in business communication

SOCIAL FINANCE AND IMPACT INVESTING

CODE: 19ID/IC/SI55

OBJECTIVES OF THE COURSE

- To provide students with a conceptual foundation for social finance
- To enable students to understand the theoretical concept of impact investing
- To acquaint students with the policies and actions that affect social performance and investor reactions

COURSE LEARNING OUTCOMES

On successful completion of the course students will be able to

- Demonstrate knowledge of the origin of social finance and impact investing
- Conceive, design, develop and present a comparative analysis of impact investing strategies
- Synthesise the opportunities and barriers to impact investing for individuals, institutions, funds, communities and governments
- Understand the gap in funding the start-up social enterprises

BUSINESS ETHICS AND SOCIAL RESPONSIBILITY

CODE: 19CM/MC/BR63

OBJECTIVES OF THE COURSE

- To provide students an understanding and practices of business ethics and corporate social responsibility in the global and Indian context
- To familiarise students with the various CSR initiatives and the environmental aspects of CSR
- To educate students on the ethical issues in finance, marketing and advertising

COURSE LEARNING OUTCOMES

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

- Understand the ethical issues and challenges faced by corporate decision makers
- Analyse the role and responsibilities of stakeholders in business
- Compare the CSR initiatives of different organisations
- Comprehend the doctrine of ethical practice

INTERNATIONAL BUSINESS

CODE: 19CM/MC/IB64

OBJECTIVES OF THE COURSE

- To provide the students a comprehensive understanding on the importance and impact of Globalization in International Business
- To familiarise students with the International Business environmental factors
- To expose students to the International Institutions governing International Trading System
- To provide an overview on Global Governance

COURSE LEARNING OUTCOMES

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

- Analyse the impact of Globalization in International Business
- Comprehend the various factors that affect the Global Environment
- Appreciate the working of International Organization engaged in International Trade
- Understand the Global Gaps present in International Business

ENTREPRENEURIAL DEVELOPMENT

CODE: 19CM/MC/ED64

OBJECTIVES OF THE COURSE

- To provide valuable guidance and management tools to students to set up their own business
- To provide students a conceptual and practical foundation for entrepreneurial development
- To provide comprehensive knowledge to the students on the various aspects related to entrepreneurial development
- To familiarise the students with the practical knowledge for starting a business

COURSE LEARNING OUTCOMES

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

- Analyse the business environment in order to identify business opportunities,
- Generate and evaluate ideas for new business ventures
- Explore the possibility of setting up a business
- Understand the importance of marketing and management in new business ventures

AUDITING

CODE: 19CM/MC/AG64

OBJECTIVES OF THE COURSE

- To provide the students' an understanding of the principles and techniques of auditing in accordance with the current legal requirements and professional standards
- To give an overview of the theories of corporate governance
- To acquaint students with audit process and procedures

COURSE LEARNING OUTCOMES

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

- Understand the procedure and techniques of auditing

- Evaluate the audit process and procedures
- Verify the financial position of a company
- Appreciate the E-environment audit initiatives of the companies

LIFE SKILLS: AN APPROACH TO A HOLISTIC WAY OF LIFE

CODE:19VE/SS/HL63

OBJECTIVES OF THE COURSE

- To help students grow in spirituality and to experience themselves as integrated persons
- To help students understand themselves as relational beings and appreciate their role in family and society
- To help students recognize the commonality and differences of the different religions in India
- To help students grow in an awareness of the protective laws regarding women
- To prepare students to make informed choices in family and career

COURSE LEARNING OUTCOMES

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

- Appreciate themselves as integrated persons
- Recognize their role in family and society and become aware of the different protective laws in favour of women
- Make prudent choices for career and family
- Manage work life balance
- Live a harmonious life and be a channel of peace

BUSINESS ENVIRONMENT

CODE: 19CM/ME/BE45

OBJECTIVES OF THE COURSE

- To provide the students an understanding of the environment in which business operates
- To expose students to the various factors that affect the business environment
- To familiarise students with the political and socio-cultural environment of business of business
- To enable students to understand the importance of global business environment

COURSE LEARNING OUTCOMES

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

- Comprehend the key factors that affect business environment
- Understand the implications of culture across boundaries
- Exhibit an understanding of the political and economic environment of business
- Explore the impact of pollution caused by industries

INDIRECT TAXATION

CODE: 19CM/ME/IT45

OBJECTIVES OF THE COURSE

- To familiarize students with Indirect Tax Laws in India
- To acquaint students with the provisions of Indirect Taxation
- To provide a comprehensive knowledge in the administration of Indirect Tax procedures
- To enable students to understand the principles and provisions relating to indirect

taxation and GST in India

COURSE LEARNING OUTCOMES

On successful completion of the course students will be able to

- Understand the provisions relating to indirect taxation
- Understand the levy of customs duty
- Comprehend the applications of GST in various sectors
- Adapt the registration procedures

ADVERTISING AND MEDIA MANAGEMENT

CODE: 19CM/ME/AM45

OBJECTIVES OF THE COURSE

- To acquaint students with creative strategies in advertising
- To educate students on the importance of media advertising
- To assist students to create an Advertisement Copy

COURSE LEARNING OUTCOMES

- On successful completion of the course, students will be able to
 - Create their own Advertisement Copy
 - Analyze individual media businesses and understand the economic drivers of the media economy
 - Gain a perspective on the facets of media
 - Develop an integrated marketing plan using a wide variety of media

RETAIL MANAGEMENT

CODE: 19CM/ME/RM45

OBJECTIVES OF THE COURSE

- To provide students the knowledge of contemporary retail management issues
- To give a clear understanding on the concepts of retailing
- To provide students an understanding of the functioning of a retail industry

COURSE LEARNING OUTCOMES

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

- Utilise the concepts of retail management in practice
- Gain a perspective on challenges of Retail markets
- Understand the techniques of resource utilisation
- Analyse store location, merchandising, products and pricing

EQUITY INVESTMENT AND STOCK TRADING

CODE: 19CM/ME/ES45

OBJECTIVES OF THE COURSE

- To acquaint students with adequate knowledge of both investment theory and practices
- To expose students to the framework of modern portfolio and investment analysis for critical evaluation
- To familiarise students with the practical perspective of the trading strategies and tools used for analysis of investment in the stock market

COURSE LEARNING OUTCOMES

On successful completion of the course the students will be able to

- Obtain comprehensive knowledge on types of stocks, exchanges, brokerage accounts, order types, bull/ bear markets, primary and secondary market
- Design investment decisions based on available evidence and analysis
- Understand the benefits of diversification of individuals portfolio
- Comprehend the operations of the security markets and mechanics of trading

SUPPLY CHAIN AND LOGISTICS MANAGEMENT

CODE: 19CM/ME/SL45

OBJECTIVES OF THE COURSE

To provide students an understanding of the framework of supply chain network and functions

To familiarises students with documentation relating to logistics

To provide knowledge to the students on the role of logistics in market oriented society

COURSE LEARNING OUTCOMES

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

Analyse the issues in logistics management

Understand the concept of customer service application of logistics information

Gain expertise on the concepts of Inventory Management

Evaluate the role of E- business in supply chain

FUNDAMENTALS OF INVESTMENT PLANNING

CODE: 19CM/GE/FI22

OBJECTIVES OF THE COURSE

- To provide students with an insight of personal finance and to inculcate the habit of savings
- To enable students to develop skills for analyzing and planning personal investments
- To provide students an understanding of the need for Savings and Investment.
- To familiarise the students with various Investment avenues available.

COURSE LEARNING OUTCOMES

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

- Understand the basics of personal savings and investment plan
- Understand the Personal Financial Management
- Identify the various investment alternatives
- Develop the skills to take advantage of favorable Investment opportunities

CUSTOMER CARE AND PROTECTION

CODE: 19CM/GE/CC22

OBJECTIVES OF THE COURSE

- To sensitise students to the need for customer protection
- To provide an understanding to the students about the legal measures for customer protection in India
- To expose students to the role of different agencies in establishing product and service standards
- To analyse the Consumer Awareness Programmes in India

COURSE LEARNING OUTCOMES

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

- Acquaint with their rights as a Consumer
- Understand the procedures to redress Consumer Complaints

- Comprehend the basic procedures for handling Consumer Dispute
- Gain knowledge about the emerging issues and policies relating to Consumer Protection

SOCIAL MEDIA MARKETING

CODE: 19CM/GE/SM22

OBJECTIVES OF THE COURSE

- To provide students an insight into the nature and scope of social media marketing
- To give an overview on the different forms of social media
- To provide students an outline about content marketing

COURSE LEARNING OUTCOMES

On successful completion of the course students will be able to

- Demonstrate how to use social media as a marketing tool
- Define the role of social media marketing in the promotion mix
- Influence brand awareness by leveraging multiple social media channels
- Formulate a social media marketing strategy suited for their needs

BANKING PRACTICES

CODE:19CM/GE/BP22

OBJECTIVES OF THE COURSE

- To educate students on the new developments in the banking sector
- To provide an overview on the significance of banking services
- To provide knowledge on banking operations
- To facilitate learning of banking practices with special focus on Customer banking operations

COURSE LEARNING OUTCOMES

On successful completion of the course students will be able to

- Open and operate Bank account
- Understand the different banking product and services
- Comprehend knowledge on e-banking and its importance in today's scenario
- Avail various services offered by banks

E-FILING OF RETURNS

CODE:19CM/GE/EF22

OBJECTIVES OF THE COURSE

- To provide the students the conceptual and practical knowledge about electronic filing of returns
- To educate the students on basics of taxation laws
- To enable students to be self-reliant in individual tax calculation

COURSE LEARNING OUTCOMES

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

- Compute the tax liability of an individual
- File taxes online (e-filing)
- Ascertain the taxable income of individual
- Comprehend with the taxable provisions

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Programme Learning Outcomes/Intended Programme Learning Outcomes

Graduates of a Bachelor's Degree will have a broad and coherent body of knowledge in their disciplines, with a deep understanding of the underlying principles and concepts in one or more disciplines as a basis for independent lifelong learning.

At the end of an undergraduate programme students will be able to

- Describe and define critical concepts in their discipline
- Explain and discuss concepts and ideas pertaining to their discipline
- Demonstrate a broad understanding of their discipline
- Demonstrate communication skills to present a clear, coherent and independent exposition of knowledge and ideas
- Demonstrate understanding of the interconnections of knowledge within and across disciplines
- Apply knowledge, theories, methods, and practices in their chosen field of study to address real-world challenges and opportunities
- Demonstrate proficiency in experimental techniques and methods of analysis appropriate for their area of specialisation
- Generate and analyse data using appropriate quantitative tools
- Construct and test hypotheses
- Demonstrate cognitive and technical skills to synthesise knowledge in interrelated disciplines
- Demonstrate critical thinking and judgement in identifying and solving problems with intellectual independence
- Demonstrate the skills needed to be able to function successfully in their field
- Show responsibility and understanding of local and global issues
- Demonstrate through their actions and speech that they are agents of social justice and change
- Practice the discipline's code of ethics in their academic, professional and personal lives
- Practice the values of democracy and principles of human rights
- Show self-awareness and emotional maturity
- Demonstrate career and leadership readiness
- Demonstrate intercultural, interracial, interclass, inter-caste, and ethical competency
- Exhibit the ability to work in teams
- Exhibit a strong sense of professionalism in a range of contexts
- Demonstrate sensitivity and readiness to share their knowledge, experience, and capabilities with the marginalised and oppressed in their communities

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI

DEPARTMENT OF COMMERCE – SHIFT II

BACHELOR OF COMMERCE IN CORPORATE SECRETARYSHIP

PROGRAMME DESCRIPTION

B.Com. Corporate Secretaryship, a three year degree programme, primarily focuses on the areas of secretarial practices and corporate laws. The programme is designed to bridge the gap between conceptual learning and practical application to inculcate professional corporate expertise. The combination of core skills and specialised knowledge provided in this programme would enable students to adapt effectively to the dynamic business environment. Internship and Practical Application are an integral part of the programme. An exposure to corporate proceedings enables the students to maintain documents in accordance with accounting standards and procedures. Drafting and Conveyancing, the flagship course in Corporate Secretaryship, helps in enriching the professional skills of the students.

PROGRAMME SPECIFIC LEARNING OUTCOMES

At the end of a Bachelor of Commerce in Corporate Secretaryship programme, students will be able to

- Acquire knowledge in the various areas of Corporate Secretaryship and laws relating to Trade and Commerce
- Keep pace with dynamic industry changes
- Comprehend the legal provisions relating to incorporation of different forms of organisations
- Understand the laws and its compliances pertaining to corporate practices
- Demonstrate a comprehensive knowledge of the concepts and principles of corporate law
- Explain and describe concepts in secretarial practices
- Appreciate the significance of ethics in business and identify unethical practices
- Exhibit an understanding of the relevance of corporate governance and corporate social responsibility
- Develop necessary acumen in drafting legal documents
- Assess, rectify and report the incidents of compliance breaches
- Summarise the audit work performed and give conclusions

COST AND MANAGEMENT ACCOUNTING

CODE:19CO/MC/CM14

OBJECTIVES OF THE COURSE

- To enable students to understand the concepts, techniques and practices of cost and management accounting
- To equip students with skills to ascertain Material and Labour Cost.
- To provide students an understanding to compare the financial statement of companies

COURSE LEARNING OUTCOMES

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

- Calculate the unit cost of a product.
- Compute Labour and Overhead Cost
- Analyse the Financial position using Management Accounting techniques.
- Prepare different types of budget

ORGANISATION STRUCTURE & MANAGEMENT

CODE:19CO/MC/OS13

OBJECTIVES OF THE COURSE

- To enable students to appreciate the principles of management
- To expose students to the recent practices in management
- To acquaint students with the need for competence, trust and teamwork in the organization

COURSE LEARNING OUTCOMES

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

- Understand the concepts of management and its principles
- Identify the various types of organisation
- Appreciate the importance and relevance of the functions of management
- Have an overview on the recent trends in Management

QUANTITATIVE TECHNIQUES FOR BUSINESS

CODE: 19CO/AC/QT15

OBJECTIVES OF THE COURSE

- To impart knowledge to students on the use of statistical tools
- To enable students to acquire knowledge on data collection, presentation, analysis and interpretation skills
- To expose students to the concepts related to sampling

COURSE LEARNING OUTCOMES

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

- Comprehend the basic techniques in statistics for analysis
- Apply statistical techniques for analysis
- Use statistical techniques for business research
- Analyse Secondary data

ENVIRONMENTAL STUDIES

CODE:19CO/GC/ES12

OBJECTIVES OF THE COURSE

- To help students to gain the fundamental knowledge of the environment
- To create in students an awareness of current environmental issues
- To inculcate in students an eco-sensitive, eco-conscious and eco-friendly attitude

COURSE LEARNING OUTCOMES

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

- Articulate the interdisciplinary context of environmental issues
- Adopt sustainable alternatives that integrate science, humanities and social perspectives
- Appreciate the importance of biodiversity and a balanced ecosystem
- Calculate one's carbon footprint

LIFE SKILLS: PERSONAL AND SOCIAL

CODE: 19CO/SS/PS13

OBJECTIVES OF THE COURSE

- To enable students to understand the working of Indian Governance and laws
- To empower students as citizens by teaching them how to use the RTI, the PIL and the FIR
- To provide students an insight into the strengths and virtues essential to improve wellbeing
- To bring about awareness of societal dynamics
- To create awareness, impart knowledge and hone skills necessary to make sound financial decisions

COURSE LEARNING OUTCOMES

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

- demonstrate knowledge of the working of the government
- file RTIs, PILs and FIRs
- improve their quality of life
- exhibit social consciousness
- exhibit prudent behaviour in managing personal finance

FINANCIAL ACCOUNTING

CODE: 19CO/MC/FA23

OBJECTIVES OF THE COURSE

- To enable students to understand and apply advanced adjustment relating to Final Accounts of a sole proprietor
- To acquaint students with accounting procedure of Hire Purchase and Instalment system
- To familiarise students with the Branch and Departmental accounting

COURSE LEARNING OUTCOME

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

- Prepare final accounts of a sole proprietor
- Understand the process of accounting for Hire Purchase and Instalment system
- Ascertain the Profit or Loss of departments and branches.
- Differentiate between accounting standards

CORPORATE ETHICS AND GOVERNANCE

CODE:19CO/MC/CG23

OBJECTIVES OF THE COURSE

- To enable students to understand the practices of corporate ethics and corporate governance
- To create an awareness on the corporate social responsibility of a Business
- To familiarise students with emerging trends in good governance practices.

COURSE LEARNING OUTCOMES

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

- Understand the importance of business ethics.
- Identify unethical practices in marketing and advertising
- Recognise the ethical issues in Finance
- Exhibit an understanding of the relevance of Corporate Governance and Corporate Social Responsibility.

LIFE SKILLS – HEALTH, ENERGY AND COMPUTER BASICS

CODE: 19CO/SS/HC13

OBJECTIVES OF THE COURSE

- To sensitise students to the fact that good health lies in nature
- To create an awareness about energy obtained from different components of food and to plan for a balanced diet
- To enable students to understand the significance of energy conservation and strategies for conserving energy
- To provide a basic knowledge of computer fundamentals and Email configuration

COURSE LEARNING OUTCOMES

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

- identify the importance of a few plants and their health benefits
- recognise the causes and symptoms of common disorders
- calculate food energy values and follow the Recommended Dietary Allowances (RDA) and appreciate the need for them.
- conserve energy and use it responsibly
- understand computer configuration for purchase of personal computer and E mail setting

ECONOMIC AND COMMERCIAL LAW

CODE: 19CO/MC/EC34

OBJECTIVES OF THE COURSE

- To enable students to understand the basic provisions of commercial law
- To acquaint students with the principles of law that is essential to manage complex business transactions
- To sensitise students on the legal rights, duties and obligations arising out of business transactions

COURSE LEARNING OUTCOMES

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

- Differentiate between a contract and an agreement

- Understand the registration procedure for LLP
- Comprehend the provision on Intellectual Property Rights
- Apply the provisions of Consumer Protection Law

BANKING AND FINANCIAL SERVICES

CODE:19CO/MC/BF34

OBJECTIVES OF THE COURSE

- To enable students to understand the concepts in banking and financial services
- To expose students to the latest developments in the Banking and Financial Services Sector
- To facilitate students to recognise the services and procedure followed in banks

COURSE LEARNING OUTCOMES

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

- Understand Banking Practices and the facilities provided
- Comprehend recent developments in banking sector
- Differentiate between fee based and fund based financial services
- Appreciate the venture capital eco-system in India

INTRODUCTION TO FINANCIAL MANAGEMENT

CODE:19CO/MC/IF34

OBJECTIVES OF THE COURSE

- To provide students an in-depth knowledge in managing finance
- To facilitate students in understanding the techniques for raising funds
- To expose students to the methods used in making financial, investment and dividend decisions

COURSE LEARNING OUTCOMES

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

- Analyse the financial policies of an organisation
- Apply the methods of evaluating a long-term project using capital budgeting techniques
- Assess the risks involved in financing a project
- Forecast the financial requirements of an organisation in the changing environment

ESSENTIALS OF MARKETING

CODE:19CO/MC/EM33

OBJECTIVES OF THE COURSE

- To enable students to understand the intricacies of marketing, focusing on its macro role in society and micro role in business
- To prepare students to face the challenges and threats prevailing in the internal and external business environment
- To acquaint students with the 4 P's of marketing and its impact on various stages of marketing

COURSE LEARNING OUTCOMES

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

- Interpret various concepts, tools and principles of marketing
- Discover the recent management practices and its application in business scenario
- Adapt to modern marketing concepts and its usefulness
- Comprehend the various concepts of marketing in organizations

BUSINESS ANALYSIS AND REPORTING USING COMPUTERS

CODE:19CO/AC/BA35

OBJECTIVES OF THE COURSE

- To enable students to understand the use of computer software in performing financial and statistical analysis
- To acquaint students with the techniques for financial statements analysis
- To equip students with presentation skills

COURSE LEARNING OUTCOME

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

- Explore various methods where computer software can be used to support existing businesses and strategies
- Work with simple design and development tasks for business
- Perform financial data analysis and generate reports for making decisions
- Report on the financial position of a business concern

CORPORATE LAW

CODE:19CO/MC/CL44

OBJECTIVES OF THE COURSE

To familiarise students with the documents required for registration and operation of a company

To expose students to the statutory provisions relating to the formation and management of a company

To acquaint students with the provisions relating to management and administration of a company

COURSE LEARNING OUTCOME

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

Identify the processes by which a business can be incorporated and enumerate the legal consequences which flow from incorporation

Demonstrate a comprehensive knowledge of the concepts and principles of Corporate law

Delineate the powers, duties and responsibilities of the directors

Comprehend the legal provisions relating to declaration and payment of dividend

CAPITAL MARKETS

CODE:19CO/MC/CM44

OBJECTIVES OF THE COURSE

To enable students to acquire comprehensive knowledge on concepts of capital markets

To provide an understanding to the students on the regulatory framework of securities markets

To develop skill and competence of students in the area of stock trading

COURSE LEARNING OUTCOMES

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

Understand the major securities market reforms of SEBI

Analyse the functioning of depository system in India

Comprehend the characteristics of different financial assets

Demonstrate the training mechanism

INDUSTRIAL LAW

CODE:19CO/MC/IL44

OBJECTIVES OF THE COURSE

- To facilitate students with the understanding and provisions of industry related laws.
- To enable students to understand the concepts of labour laws
- To familiarise students with the occupational hazards and risk associated with the job

COURSE LEARNING OUTCOMES

- On successful completion of the course, students will be able to
- Comprehend the provisions of the industrial laws
 - Recognise the legal provisions relating to industrial disputes
 - Understand the laws relating to industrial conflict
 - Acquire negotiating skills in addressing grievances

COMPLIANCE AUDIT

CODE: 19CO/MC/CA43

OBJECTIVES OF THE COURSE

- To enable students to gain an understanding of the compliance environment
- To provide students with an understanding of the procedures for assessing the compliance obligations
- To facilitate students to design a compliance governance structure
- To acquaint students with the internal compliance process

COURSE LEARNING OUTCOMES

- On successful completion of the course, students will be able to
- Identify the procedure for compliance obligations
 - Frame a monitoring plan
 - Assess, rectify and report the incidents of compliance breaches
 - Summarise the audit work performed and give conclusions

INFORMATION TECHNOLOGY AND SYSTEMS AUDIT

CODE:19CO/AC/IS45

OBJECTIVES OF THE COURSE

- To acquaint students with the application of Information Technology in business
- To enable the students to understand the concepts of data and information systems
- To expose students to systems audit and the regulations pertaining to information technology

COURSE LEARNING OUTCOMES

- On successful completion of the course, students will be able to
- Comprehend the operation of Information Systems
 - Know the information technology regulations
 - Understand Systems Audit and its conduct
 - Demonstrate a comprehensive knowledge on the application of CAAT

INCOME TAX PRACTICES

CODE:19CO/MC/IP54

OBJECTIVES OF THE COURSE

- To provide students with a knowledge of the basic concepts and provisions of the IT Act
- To enable students to calculate the taxable income under the various heads of income
- To expose students to the computation of tax liability

COURSE LEARNING OUTCOMES

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

- Comprehend the provisions of the Income Tax Act
- Use the provisions in the tax laws for tax computation
- Compute income under different heads of income
- Assess personal income and tax liability

CORPORATE ACCOUNTING AND RESTRUCTURING

CODE:19CO/MC/CR54

OBJECTIVES OF THE COURSE

- To facilitate students to acquire knowledge and understanding of the concepts, principles and practices of Corporate Restructure
- To enable students to understand the techniques of restructuring
- To acquaint students with the methods of valuation of shares and Goodwill.

COURSE LEARNING OUTCOMES

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

- Understand the importance of restructuring and its strategies
- Prepare the Financial Statements of a Company
- Calculate the Value of Goodwill and Shares
- Gain an understanding on the accounting requirements of Amalgamation and Internal Reconstruction

DRAFTING AND CONVEYANCING

CODE:19CO/MC/DC53

OBJECTIVES OF THE COURSE

- To introduce students to the concepts of drafting
- To enable students to take decisions on conveyancing and pleading.
- To familiarise students with the effectiveness of legal documentation.

COURSE LEARNING OUTCOMES

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

- Develop necessary acumen in drafting legal documents.
- Understand the core concepts in conveyancing
- Employ the techniques of Civil and Criminal Proceedings in entities.
- Appreciate the fundamentals of drafting

SECRETARIAL PRACTICE

CODE:19CO/MC/SP53

OBJECTIVES OF THE COURSE

- To expose students to the secretarial duties relating to the formation of a company
- To provide inputs on the secretarial aspects relating to issue of shares
- To enable students to understand the secretarial responsibilities relating to company management

COURSE LEARNING OUTCOMES

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

- Comprehend the Secretarial Standards.
- Understand the role played by the secretary in complying with statutory requirements
- Exhibit a comprehensive knowledge in procedural requirements on matters relating to conduct of meeting
- Explore the possibility of acquiring necessary skills for a career in Company Secretaryship

GOODS AND SERVICES TAX

CODE:19CO/MC/GT64

OBJECTIVES OF THE COURSE

- To familiarise students with an understanding of the GST law in the country
- To provide students with the working knowledge of the principles and provisions of GST
- To enable students to analyse and understand the implications of GST

COURSE LEARNING OUTCOMES

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

- Comprehend the rationale for GST
- Understand various concepts of Goods and Service Tax
- Record and analyze the transactions for compliance under GST
- Understand the computation of GST and input tax credit

SOCIAL SECURITY LAWS

CODE: 19CO/MC/SL63

OBJECTIVES OF THE COURSE

- To facilitate students to understand the features of social security laws
- To orient students with the fundamental principles of Provident Fund, Pension and Insurance
- To create an awareness about the social security legislations in different establishments

COURSE LEARNING OUTCOMES

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

Understand the basic principles and rules of various social security laws

Debate issues relating to vulnerable groups in society

Research and formulate solutions to legal problems including alternative dispute resolution options.

Analyse and apply relevant case law and legislation to welfare issues in India

DUE DILIGENCE AND COMPLIANCE MANAGEMENT

CODE:19CO/MC/DC64

OBJECTIVES OF THE COURSE

- To enable students to understand the objectives and procedures of due diligence investigation
- To enable students to identify the critical information
- To impart know-how on risk management

COURSE LEARNING OUTCOMES

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

- Understand the need and importance of due diligence
- Explain the tradeoffs inherent in the time and costs of due diligence
- Apply a range of checklists, templates, and frameworks to ensure appropriate depth and breadth in their investigations
- Manage the process of due diligence investigation and compliance procedures

INTERNSHIP

CODE:19CO/MC/IN64

OBJECTIVES OF THE COURSE

- To provide students with hands-on training on secretarial responsibilities
- To familiarise students with the organisation structure
- To enhance students' employability

COURSE LEARNING OUTCOMES:

On successful completion of the internship, students will be able to

- Realign learning towards employability
- Identify additional skills on career enhancement
- Acquire technical competence on secretarial activities undertaken
- Gain exposure on handling responsibilities in the areas of Secretarial Practice and Administration

INDUSTRIAL REGULATIONS

CODE:19CO/ME/IR45

OBJECTIVES OF THE COURSE

- To provide students with an understanding on the theories and practices of Industrial Relations.
- To familiarise students with the interaction pattern among labour, management and the state
- To create an awareness on issues in Industrial Relations

COURSE LEARNING OUTCOMES

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

- Explain the scope of employment related legislations
- Gain a comprehensive overview of the institutional framework
- Examine the role played by the employers, employees, trade unions and the government

- Elucidate the process and steps involved in negotiation

BUSINESS ENVIRONMENT

CODE:19CO/ME/BE45

OBJECTIVES OF THE COURSE

- To impart students an understanding on the concepts of Business Environment
- To enable students to understand and analyse the Indian business environment
- To acquaint students with the business issues of Domestic and Global environment

COURSE LEARNING OUTCOMES

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

- Understand the various environment factors related to the business.
- Develop the skill required to take better business decision
- Explain the nature of business environment and its components.
- Demonstrate a conceptual framework of business environment and generate interest in international business.

BUSINESS DEVELOPMENT

CODE:19CO/ME/BD45

OBJECTIVE OF THE COURSE

- To enable students to acquire knowledge and skills required for organising and carrying out entrepreneurial activities
- To facilitate students to develop their ability in analysing and understanding business situations
- To provide students with the knowledge for planning business activities

COURSE LEARNING OUTCOMES

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

- Comprehend the key aspects of business
- Understand the different innovation and entrepreneurship theories and their implications
- Identify personal attributes that enable best use of entrepreneurial opportunities
- Explore the opportunities and ways to develop a business

CYBER LAW AND SECURITY

CODE:19CO/ME/CS45

OBJECTIVES OF THE COURSE

- To acquaint students with the various facets of cyber crimes
- To enable students to develop skills required to understand the concepts of cyber law
- To familiarise students with issues relating to online transactions

COURSE LEARNING OUTCOMES

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

- Discuss different types of cybercrimes
- Apply the law against cyber offense
- Identify the various cybercrimes
- Create security policy to comply with laws governing privacy issues

COMMODITIES MARKET
CODE:19CO/ME/CM45

OBJECTIVES OF THE COURSE

- To enable students to understand various techniques of commodity market
- To provide students with the best usage of commodity futures to maximize profit
- To familiarise students with a variety of commodity markets Research and Analysis

COURSE LEARNING OUTCOMES

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

- Describe the features and characteristics of commodities
- Differentiate between spot, forward and futures trading
- Compare and contrast investing and trading in commodities
- Identify the risks associated with commodities

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

Programme Learning Outcomes/Intended Programme Learning Outcomes

Graduates of a Bachelor's Degree will have a broad and coherent body of knowledge in their disciplines, with a deep understanding of the underlying principles and concepts in one or more disciplines as a basis for independent lifelong learning.

At the end of an undergraduate programme students will be able to

- Describe and define critical concepts in their discipline
- Explain and discuss concepts and ideas pertaining to their discipline
- Demonstrate a broad understanding of their discipline
- Demonstrate communication skills to present a clear, coherent and independent exposition of knowledge and ideas
- Demonstrate understanding of the interconnections of knowledge within and across disciplines
- Apply knowledge, theories, methods, and practices in their chosen field of study to address real-world challenges and opportunities
- Demonstrate proficiency in experimental techniques and methods of analysis appropriate for their area of specialisation
- Generate and analyse data using appropriate quantitative tools
- Construct and test hypotheses
- Demonstrate cognitive and technical skills to synthesise knowledge in interrelated disciplines
- Demonstrate critical thinking and judgement in identifying and solving problems with intellectual independence
- Demonstrate the skills needed to be able to function successfully in their field
- Show responsibility and understanding of local and global issues
- Demonstrate through their actions and speech that they are agents of social justice and change
- Practice the discipline's code of ethics in their academic, professional and personal lives
- Practice the values of democracy and principles of human rights
- Show self-awareness and emotional maturity
- Demonstrate career and leadership readiness
- Demonstrate intercultural, interracial, interclass, inter-caste, and ethical competency
- Exhibit the ability to work in teams
- Exhibit a strong sense of professionalism in a range of contexts
- Demonstrate sensitivity and readiness to share their knowledge, experience, and capabilities with the marginalised and oppressed in their communities

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI

DEPARTMENT OF COMMERCE – SHIFT II

BACHELOR OF COMMERCE (ACCOUNTING & FINANCE)

PROGRAMME DESCRIPTION

B.Com. Accounting & Finance is a three year degree programme designed to develop skills and competencies of the students in the field of Accountancy and Finance. This programme provides in-house training in SAP FICO and Financial Analytics which will enable the students to pursue different career paths. The curriculum is rigorous and progressive and prepares its graduates for professional roles in the areas of finance and accounting. The programme enhances practical knowledge and employability through real-time simulation based projects and internships. It focuses on building competencies in accounting and finance and provides the students with a wide range of managerial skills.

PROGRAMME SPECIFIC LEARNING OUTCOMES

At the end of a Bachelor of Commerce in Accounting and Finance programme, students will be able to

- Demonstrate an understanding of the concepts, methods and standards of accounting
- Exhibit critical thinking in problem solving
- Demonstrate competency in the preparation of financial statements
- Prepare, analyse and interpret financial statement for managerial decision making
- Comprehend laws pertaining to the regulatory aspects of business
- Identify basic ethical issues relating to various aspects of business
- Understand the role of corporate restructuring for revival of business
- Identify tax planning opportunities and recommend tax saving strategies
- Build a well-diversified portfolio and formulate an investment strategy
- Explore the different schemes for financing an entrepreneurial venture
- Apply appropriate analytical methods to find solutions to business problems
- Design a risk management programme for an organisation
- Comprehend the prosecution procedure and penalties for tax offenses
- Show responsibility and understanding of local and global financial issues

FINANCIAL REPORTING AND ANALYSIS

CODE: 19AF/MC/FR14

OBJECTIVES OF THE COURSE

- To familiarise students with the disclosure of information in financial statements
- To educate the students on the need for financial analysis and interpretation
- To facilitate students to understand the choices made by enterprises in reporting the results of business activities

COURSE LEARNING OUTCOMES

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

- Prepare cash flow statement in accordance with accounting standards to aid in decision making
- Compute and interpret liquidity, profitability, solvency of the business concern
- Demonstrate competency in preparation of final accounts of a company and sole proprietor
- Comment on the financial position of the business concern

MANAGEMENT PRINCIPLES AND APPLICATIONS

CODE: 19AF/MC/MP13

OBJECTIVES OF THE COURSE

To expose students to the concepts of Management

To provide the students a comprehensive understanding of the principles of management and its application

To educate students on the need for competence, communication and leadership for working in the organisation

To familiarise students with the current management practices

COURSE LEARNING OUTCOMES

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

Understand the fundamental concepts in management

Analyse the various functions in managing the business

Apply management theory as related to management function

Acquire practical management skills necessary for higher organisational positions

STATISTICS FOR BUSINESS DECISIONS

CODE: 19AF/AC/SB15

OBJECTIVES OF THE COURSE

To give the students a practical exposure to the various statistical tools.

To assist students to arrive at rational decisions through systematic analysis and interpretation.

To educate students on the effective and efficient application of various statistical tools associated with research.

COURSE LEARNING OUTCOMES

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

- Comprehend knowledge on standard statistical distributions.
- Demonstrate statistical thinking, training and approach to problem solving
- Understand and analyse large sample and small sample properties
- Apply statistical tools for research

ENVIRONMENTAL STUDIES

CODE:19AF/GC/ES12

OBJECTIVES OF THE COURSE

- To help students to gain the fundamental knowledge of the environment
- To create in students an awareness of current environmental issues
- To inculcate in students an eco-sensitive, eco-conscious and eco-friendly attitude

COURSE LEARNING OUTCOMES

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

- Articulate the interdisciplinary context of environmental issues
- Adopt sustainable alternatives that integrate science, humanities and social perspectives
- Appreciate the importance of biodiversity and a balanced ecosystem
- Calculate one's carbon footprint

LIFE SKILLS: PERSONAL AND SOCIAL

CODE: 19AF/SS/PS13

OBJECTIVES OF THE COURSE

- To enable students to understand the working of Indian Governance and laws
- To empower students as citizens by teaching them how to use the RTI, the PIL and the FIR
- To provide students an insight into the strengths and virtues essential to improve wellbeing
- To bring about awareness of societal dynamics
- To create awareness, impart knowledge and hone skills necessary to make sound financial decisions

COURSE LEARNING OUTCOMES

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

- demonstrate knowledge of the working of the government
- file RTIs, PILs and FIRs
- improve their quality of life
- exhibit social consciousness
- exhibit prudent behaviour in managing personal finance

COST CONCEPTS AND METHODS

CODE: 19AF/MC/CC23

OBJECTIVES OF THE COURSE

- To provide an understanding of the basic concepts of Cost Accounting
- To equip students with the skills required to analyse and evaluate information for cost ascertainment, control and decision making
- To provide comprehensive knowledge on the role of cost accounting in business management and value creation
- To expose the students to the practical applicability of Cost Accounting

COURSE LEARNING OUTCOMES

- On successful completion of the course, the students will be able to
- Demonstrate understanding of the fundamental concepts of Cost Accounting
- Prepare quotations for products incorporating the various components of Cost and Profit
- Understand the techniques of computing remuneration
- Compute the cost of services

PRINCIPLES OF MARKETING

CODE:19AF/MC/PM23

OBJECTIVES OF THE COURSE

- To enable students to understand the intricacies of marketing principles
- To expose students to various concepts, tools and principles of marketing.
- To help students understand the macro role of marketing in society and micro role in business.
- To assist students in analysing the buying behavior of consumers and its impact on sales.

COURSE LEARNING OUTCOMES

- On successful completion of the course, the students will be able to:
- Identify various elements of marketing and its implications.
- Analyse factors influencing buying behavior of consumers and interpret it.
- Apply marketing concepts in practical situations.
- Develop Marketing Program for products and services.

LIFE SKILLS – HEALTH, ENERGY AND COMPUTER BASICS

CODE: 19AF/SS/HC13

OBJECTIVES OF THE COURSE

- To sensitise students to the fact that good health lies in nature

To create an awareness about energy obtained from different components of food and to plan for a balanced diet

To enable students to understand the significance of energy conservation and strategies for conserving energy

To provide a basic knowledge of computer fundamentals and Email configuration

COURSE LEARNING OUTCOMES

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

identify the importance of a few plants and their health benefits

recognise the causes and symptoms of common disorders

calculate food energy values and follow the Recommended Dietary Allowances (RDA) and appreciate the need for them.

conserve energy and use it responsibly

understand computer configuration for purchase of personal computer and E mail setting

FINANCIAL MANAGEMENT

CODE: 19AF/MC/FM34

OBJECTIVES OF THE COURSE

- To enable students to analyse financial data for internal reporting, control and effective decision-making.
- To provide students skills required for preparation of financial statements
- To expose students to the relevant accounting standards
- To enable students to interpret financial statements for managerial decision making

COURSE LEARNING OUTCOMES

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

- Prepare cash flow statement in accordance with accounting standards to aid in decision making
- Compute and interpret liquidity, profitability, solvency and leverage ratios
- Demonstrate competency in preparation of final accounts of a company to determine profitability of a company
- Make appropriate adjustments to the final accounts of a sole proprietor and determine the correct profit of the concern

TOOLS FOR MANAGERIAL DECISION MAKING

CODE:19AF/MC/TD34

OBJECTIVES OF THE COURSE

To acquaint students with financial data required for internal reporting and control

To enable students to analyse and interpret the financial statements for Managerial decision making

To expose students to management techniques for effective planning and forecasting

To provide an overview of human resource accounting and responsibility accounting

COURSE LEARNING OUTCOMES

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

- Prepare, analyse and interpret financial statements for managerial decision making
- Analyse cost-volume-profit relationship for better decision-making
- Identify variances and compute deviations
- Understand the importance of human resource accounting

BUSINESS LAW

CODE:19AF/MC/BL33

OBJECTIVES OF THE COURSE

- To provide a brief idea about the framework of Indian business law.
- To familiarise the students with the principles of law that is essential to manage complex business transactions
- To provide the students an understanding on the working of Limited Liability Partnership.
- To expose students to the law pertaining to Intellectual Property Rights.

COURSE LEARNING OUTCOMES

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

- Identify various laws involved in business operations.
- Apply basic principles of law pertaining to business.
- Understand the operations of Limited Liability Partnership.
- Comprehend Laws pertaining to Intellectual Property Rights.

BUSINESS ETHICS AND CORPORATE GOVERNANCE

CODE:19AF/MC/BE33

OBJECTIVES OF THE COURSE

- To familiarise students with the understanding and practices of business ethics.
- To provide the students an understanding of ethical issues related to business and governance necessary for long term survival of business.
- To acquaint students with the socially responsible activities undertaken by the corporate companies.
- To give the students a comprehensive framework of corporate governance.

COURSE LEARNING OUTCOMES

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

- Identify basic ethical issues in various aspects of business.
- Gain insights on various socially responsible activities undertaken by the corporate companies.
- Comprehend the practices of corporate governance.
- Apply corporate governance principles in business practice.

CORPORATE ACCOUNTING AND RESTRUCTURING

CODE: 19AF/MC/CR44

OBJECTIVES OF THE COURSE

- To expose students to the accounting practices in specific industries
- To acquaint students with the accounting procedures for mergers and acquisitions
- To equip students with the ability to prepare consolidated financial statements
- To provide an understanding of the provisions relating to liquidation of a company

COURSE LEARNING OUTCOMES

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

- Prepare the consolidated financial statements of Holding Companies
- Identify the differences between Amalgamation, Absorption and External Reconstruction
- Understand the role of corporate restructuring for revival of business
- Gain a practical insight in the process of liquidating a company

BANKING AND INSURANCE

CODE: 19AF/MC/BI43

OBJECTIVES OF THE COURSE

To expose students to the concept and practices adopted in the banking industry.

To educate students about the practical relevance and importance of banking.

To expose students to various concepts of both life and general insurance.

To provide a basic understanding of the insurance mechanism.

To provide an overview of life and general insurance products.

COURSE LEARNING OUTCOMES

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

Obtain institutional and practical knowledge in the fields of banking and insurance.

Acquire skills and competencies required to be employed in banking and insurance companies.

Differentiate financial statements of different companies

Understand the recent developments in the financial system of the country

CORPORATE AND SECURITIES LAWS

CODE: 19AF/MC/CS43

OBJECTIVES OF THE COURSE

To familiarise the students with the law relating to management of a company

To provide the students an overview of securities contract law

To educate the students on the roles and responsibilities of Securities and Exchange Board

of India

COURSE LEARNING OUTCOME

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

- Comprehend the legal provisions relating to formation of a company
- Understand the method of raising capital by the company.
- Identify laws pertaining to investing in stock markets.
- Comprehend the laws pertaining to listing of securities.

FINANCIAL COMMUNICATION

CODE:19AF/MC/FC43

OBJECTIVES OF THE COURSE

- To provide students with an overview of financial communication
- To educate students on the need for dissemination of true and fair information
- To expose students to the current financial communication practices
- To provide students with an insight into the risks, opportunities and expectations of financial communication

COURSE LEARNING OUTCOMES

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

- Comprehend the need for financial communication and its core principles
- Understand the role of financial communication for amicable investor relations
- Describe the issues, threats, opportunities and expectations of financial communication in the online world
- Demonstrate knowledge of the skills required for a successful investor relations officer

TOOLS FOR BUSINESS ANALYTICS

CODE: 19AF/AC/TA45

OBJECTIVES OF THE COURSE

- To introduce students to the effective usage of R for data analysis
- To acquaint students with the software necessary for a statistical programming environment
- To create an exposure on practical issues in statistical computing with R
- To expose students to the implementation of statistical procedures within the R environment
- To acquaint students with the skills required in flexible matrix manipulation

COURSE LEARNING OUTCOMES

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

- Access online resources for R and import new function packages into the R workspace
- Import, review, manipulate and summarize data-sets in R
- Explore data-sets to create testable hypotheses and identify appropriate statistical tests
- Perform appropriate statistical tests using R

INDIVIDUAL TAX ASSESSMENT

CODE:19AF/MC/IA54

OBJECTIVES OF THE COURSE

- To acquaint students with the Income Tax Structure and its complexities.
- To equip students with knowledge and broad conceptual framework for determining the taxable income and tax liability of an individual
- To educate students on tax planning and tax saving strategies

COURSE LEARNING OUTCOMES

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

- Demonstrate knowledge of concepts, principles and rules of taxation of individuals
- Compute the income of individuals under different heads of income and determine tax liability
- Recognize tax planning opportunities and recommend tax-saving strategies
- Compute total income and tax liability

COMPUTER AIDED FINANCIAL ANALYSIS

CODE: 19AF/MC/CF54

OBJECTIVES OF THE COURSE

- To give a practical exposure on tools adopted for financial analysis
- To educate on the effective and efficient application of various statistical tools associated with research in business fields
- To generate Accounting reports in Tally

COURSE LEARNING OUTCOMES

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

- Develop critical and analytical thinking and problem solving skills.
- Apply SPSS and Excel in statistical analysis

- Analyze real life data and draw logical conclusions
- Apply in business research

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

CODE: 19AF/MC/SP54

OBJECTIVES OF THE COURSE

- To provide students with a theoretical and practical background of investments
- To acquaint students with the fundamental principles and techniques of security analysis
- To expose students to the guidelines for creation and revision of an investment portfolio
- To equip students with necessary computing skills for dealing with investments

COURSE LEARNING OUTCOMES

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

- Analyse various investment avenues and make an investment choice
- Build a well-diversified portfolio and formulate an investment strategy
- Compute risk-return of individual securities and portfolio
- Evaluate portfolio performance and make necessary revision

INVESTMENT BANKING AND FINANCIAL SERVICES

CODE:19AF/MC/IF54

OBJECTIVES OF THE COURSE

- To enable students to understand the role played by investment bankers
- To provide an understanding the various financial services.
- To empower the students for a successful career in the management of financial services
- To enable the students to think critically for solutions to business constraints

COURSE LEARNING OUTCOMES

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

- Understand the role of an investment banker
- Comprehend the functions of various financial services
- Discuss the role of intermediaries in issue management
- Suggest companies on appropriate financial product to raise funds for business

ENTREPRENEURIAL FINANCE

CODE:19AF/MC/EF64

OBJECTIVES OF THE COURSE

To provide to the students an understanding about the concept of entrepreneurship.

To impart knowledge to the students on financing entrepreneurial ventures.

To educate students on choice of financial avenues

COURSE LEARNING OUTCOMES

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

Comprehend the concept of entrepreneurship.

Understand investment process in new ventures.

Identify sources of finance for new ventures.

Explore the different schemes for financing entrepreneurial venture

BUSINESS TAXATION

CODE: 19AF/MC/BT64

OBJECTIVES OF THE COURSE

- To provide to the students comprehensive knowledge of corporate tax laws
- To equip students with the skills to compute the taxable income and tax liability of a company
- To help students develop conceptual understanding of GST law
- To provide students with working knowledge of the provisions of Customs Duty

COURSE LEARNING OUTCOMES

- On successful completion of the course, students will be able to
- Compute total income of the company and determine tax liability
 - Demonstrate understanding of the core concepts of GST and Customs Duty
 - Analyse and evaluate the effect on GST on consumers
 - Understand the GST procedure for filing and payment

AUDITING AND ASSURANCE

CODE:19AF/MC/AA64

OBJECTIVES OF THE COURSE

- To educate the students about auditing practices
- To provide the students an understanding of audit process embedded with Assurance Standards.
- To familiarise the students with the roles and responsibilities of an Auditor
- To provide practical knowledge of generally accepted auditing procedures and Techniques

COURSE LEARNING OUTCOMES

- On successful completion of the course, students will be able to
- Acquire practical understanding of the audit practices
 - Identify various roles and responsibilities of an auditor.
 - Apply audit process in manual and computerised environment.
 - Evaluate the practical working of audit in various organizations.

INTRODUCTION TO BUSINESS ANALYTICS

CODE: 19AF/MC/IB64

OBJECTIVES OF THE COURSE

- To provide students with a strategic understanding of the field of Business Analytics
- To enable students to identify inter-relationships in business and make holistic judgments
- To nurture critical thinking skills required to solve business problems

To acquaint students with the skills required to navigate the complex demands of the current business environment

COURSE LEARNING OUTCOMES

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

- Identify and describe complex business problems in terms of analytical models
- Apply appropriate analytical methods to find solutions to business problems that achieve stated objectives
- Translate results of business analytic projects into effective courses of action
- Exhibit ethical decision-making in structured or unstructured and ambiguous situations

FINANCIAL RISK MANAGEMENT

CODE:19AF/ME/RM45

OBJECTIVES OF THE COURSE

- To introduce to the students the concepts in Financial Risk Management
- To enable students to differentiate between uncertainty and risk
- To educate the students to identify financial risks and the approach to manage them
- To discern and develop capabilities and competencies in Financial Risk Management

COURSE LEARNING OUTCOME

- On the successful completion of the course, students will be able to
- Demonstrate knowledge about the financial risks facing the organization
 - Understand the approaches to risk management
 - Explain various risk control measures available
 - Design a risk management programme for an organization

BUSINESS TAX PLANNING AND PROCEDURES

CODE:19AF/ME/TP45

OBJECTIVES OF THE COURSE

- To acquaint students with business tax procedures and tax management
- To provide the students an insight into the structure of Income tax authorities
- To enable students to understand the procedure for tax filing, recovery and refund

COURSE LEARNING OUTCOMES

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

- Identify the difference between tax evasion and tax planning
- Apply tax provisions for tax planning
- Understand the procedure for filing of tax and recovery of refund
- Comprehend the prosecution procedure and penalties for tax offences

E-COMMERCE

CODE:19AF/ME/EC45

OBJECTIVES OF THE COURSE

- To provide the students an overview of the fundamental concepts of e-commerce and

internet technology.

To acquaint the students with the information on various online platforms to conduct business.

To create awareness on the importance and working of Electronic Payment System and E-Security.

COURSE LEARNING OUTCOME

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

Analyse various platforms in which E-Commerce is conducted.

Identify the variants of Digital Currencies and Online payment systems.

Identify risk and threats with regards to online business.

Develop basic online platform for conducting business.

ORGANISATION AND PEOPLE MANAGEMENT CODE:19AF/ME/OP45

OBJECTIVES OF THE COURSE

- To provide an overview on concepts relating to Organisational Behaviour.
- To impart knowledge to the students on organisational culture and change.
- To educate students on the principles and practices of human resources.
- To familiarise the students on the managerial, operative and maintenance aspects of the human resources in an organisation.

COURSE LEARNING OUTCOMES

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

- Analyse individual and group behavior.
- Identify how organisational change and culture affect working relationship within the organisation.
- Apply the principles pertaining to People Management in the organisation.
- Become better leaders by enhancing effective people management skills.

FINANCIAL ANALYSIS AND BUSINESS VALUATION CODE: 19AF/ME/FV45

OBJECTIVES OF THE COURSE

- To familiarise students with the concept of financial modeling
- To develop skills in analyzing the financial statements
- To create an understanding on the concept of growth and sustainable earning
- To provide a strong framework on business valuation methods

COURSE LEARNING OUTCOMES

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

- Appreciate the concept of financial modeling
- Develop skills in preparing comparative income statement and balance sheet
- Identify the various models in business valuation
- Comprehend the methods of valuation of intangible assets

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

Programme Learning Outcomes/Intended Programme Learning Outcomes

Graduates of a Bachelor's Degree will have a broad and coherent body of knowledge in their disciplines, with a deep understanding of the underlying principles and concepts in one or more disciplines as a basis for independent lifelong learning.

At the end of an undergraduate programme students will be able to

- Describe and define critical concepts in their discipline
- Explain and discuss concepts and ideas pertaining to their discipline
- Demonstrate a broad understanding of their discipline
- Demonstrate communication skills to present a clear, coherent and independent exposition of knowledge and ideas
- Demonstrate understanding of the interconnections of knowledge within and across disciplines
- Apply knowledge, theories, methods, and practices in their chosen field of study to address real-world challenges and opportunities
- Demonstrate proficiency in experimental techniques and methods of analysis appropriate for their area of specialisation
- Generate and analyse data using appropriate quantitative tools
- Construct and test hypotheses
- Demonstrate cognitive and technical skills to synthesise knowledge in interrelated disciplines
- Demonstrate critical thinking and judgement in identifying and solving problems with intellectual independence
- Demonstrate the skills needed to be able to function successfully in their field
- Show responsibility and understanding of local and global issues
- Demonstrate through their actions and speech that they are agents of social justice and change
- Practice the discipline's code of ethics in their academic, professional and personal lives
- Practice the values of democracy and principles of human rights
- Show self-awareness and emotional maturity
- Demonstrate career and leadership readiness
- Demonstrate intercultural, interracial, interclass, inter-caste, and ethical competency
- Exhibit the ability to work in teams
- Exhibit a strong sense of professionalism in a range of contexts
- Demonstrate sensitivity and readiness to share their knowledge, experience, and capabilities with the marginalised and oppressed in their communities

STELLA MARIS COLLEGE (AUTONOMOUS) CHENNAI
DEPARTMENT OF COMMERCE – SHIFT II BACHELOR
OF BUSINESS ADMINISTRATION (BBA) PROGRAMME

DESCRIPTION

The Bachelor of Business Administration **or** BBA is a three year professional undergraduate programme in Business Management. The BBA Programme provides students with the knowledge and skills in business and management. The programme is designed to train students effectively in management education and communication skills which will further hone entrepreneurship skills. The methodology involves training through practical experience in the form of case studies, projects, presentations, industrial visits and interaction with experts from the industry. This programme is a blend of theoretical inputs, practical exercises and internship training.

PROGRAMME SPECIFIC LEARNING OUTCOMES

At the end of a Bachelor of Business Administration (BBA) programme students will be able to

- Acquire an in-depth understanding of the key business concepts
- Gain wider knowledge of both the micro-environmental and macro-environmental forces that affect the firm's ability to serve its customers
- Have an understanding of the functional managerial skills in organizations
- A clear and broader view of management of all forms of resources utilized in business
- Use business knowledge in the larger interest of the community across the entire globe
- Demonstrate and perform tasks involving strategic and cross-functional issues in organizations
- Acquire a set of competencies required for career in varied organisations
- Pursue higher education in management
- Acquire necessary skills to set up their own business or social ventures
- Develop good team work skills, work ethic, understanding of corporate working

ACCOUNTING FOR MANAGERS

CODE:19BA/MC/AM14

OBJECTIVES OF THE COURSE

- To enable students to acquire conceptual knowledge about Accounting Standards
- To analyse and interpret financial statements from the point of view of managers and outsiders.
- To recognize the role of budgets and variance as a tool of planning and control.
- To enable the students to gain insights into the fundamental principles of accounting and use them in day-to-day business scenarios

COURSE LEARNING OUTCOMES

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

- Evaluate Accounting Standards and procedures which helps them to interpret and analyze financial reports
- Identify the various tools of management accounting.
- Calculate various ratios and cash flow related to finance
- Prepare budgeting in an organizational context

MANAGEMENT CONCEPTS

CODE:19BA/MC/MC13

OBJECTIVES OF THE COURSE:

- To familiarise the students with current management practices.
- To provide the students an understanding of the management tools to identify, analyse and create business opportunities as well as solve business problems.
- To provide the students a comprehensive understanding of management concepts, principles and theories

COURSE LEARNING OUTCOMES

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

- Gain knowledge on various concepts related to the development of leadership skills, motivation techniques, team work and effective communication
- Integrate management principles into management practices
- Acquire the skills to manage various functions of business organizations
- Understand the different leadership styles

ECONOMIC APPLICATIONS FOR MANAGERS

CODE:19BA/AC/EA15

OBJECTIVES OF THE COURSE

- To provide the students a detailed understanding of economic theory and practice
- To offer to the students a strong foundation in understanding the economic applications that are integrated with business functions
- To enable the students to understand various market types in relation to demand and supply of products and services.

COURSE LEARNING OUTCOME

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

- Differentiate products /customers and factors that affect demand and supply

- Integrate the various functions with a economic and market understanding
- Comprehend the cost, production, revenue correlation in a business
- Understand pricing and profit management in different types of competition

ENVIRONMENTAL STUDIES

CODE:19BA/GC/ES12

OBJECTIVES OF THE COURSE

- To help students to gain the fundamental knowledge of the environment
- To create in students an awareness of current environmental issues
- To inculcate in students an eco-sensitive, eco-conscious and eco-friendly attitude

COURSE LEARNING OUTCOMES

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

- Articulate the interdisciplinary context of environmental issues
- Adopt sustainable alternatives that integrate science, humanities and social perspectives
- Appreciate the importance of biodiversity and a balanced ecosystem
- Calculate one's carbon footprint

LIFE SKILLS: PERSONAL AND SOCIAL

CODE: 19BA/SS/PS13

OBJECTIVES OF THE COURSE

- To enable students to understand the working of Indian Governance and laws
- To empower students as citizens by teaching them how to use the RTI, the PIL and the FIR
- To provide students an insight into the strengths and virtues essential to improve wellbeing
- To bring about awareness of societal dynamics
- To create awareness, impart knowledge and hone skills necessary to make sound financial decisions

COURSE LEARNING OUTCOMES

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

- demonstrate knowledge of the working of the government
- file RTIs, PILs and FIRs
- improve their quality of life
- exhibit social consciousness
- exhibit prudent behaviour in managing personal finance

COST ACCOUNTING

CODE: 19BA/MC/CA23

OBJECTIVES OF THE COURSE

- To provide the students an understanding of the basic concepts of cost accounting
- To enable students to understand the methods of ascertaining the product cost
- To enable students to focus on the applications of cost control concepts and techniques for effective planning and forecasting

COURSE LEARNING OUTCOMES

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

- Differentiate Cost Accounting from other branches of accounting
- Apply Cost Accounting techniques in decision making and performance evaluation
- Prepare a statement of cost and profit
- Understand the Cost Control techniques

MARKETING MANAGEMENT

CODE:19BA/MC/MM23

OBJECTIVES OF THE COURSE

- To provide students an understanding of marketing concepts and its integration in business
- To acquaint students with a comprehensive knowledge in administrating a product / service in a market place.
- To enable students to understand the various elements of a marketing mix.

COURSE LEARNING OUTCOME

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

- Assimilate the key aspects of marketing
- Understand different market scenarios and customer buying process
- Identify customer needs and develop products in relation to the customer target group.
- Evaluate best promotional techniques for various kinds of products.

BUSINESS AND ITS LEGAL ENVIRONMENT

CODE:19BA/AC/BL25

OBJECTIVES OF THE COURSE

- To provide students' knowledge of the legal environment in which businesses operate
- To acquaint students with the provisions of Indian Contracts Act.
- To educate students on provisions relating to the Contract of Sale.
- To provide a comprehensive knowledge to students on consumer protection in India

COURSE LEARNING OUTCOME

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

- Comprehend the key concepts of Indian Contracts Act.
- Understand the regulations of Sale of Goods Act.
- Appreciate and understand the basic concepts of Intellectual Property Laws and Information Technology Act.
- Apply the regulations of Consumer Protection

LIFE SKILLS – HEALTH, ENERGY AND COMPUTER BASICS

CODE: 19BA/SS/HC13

OBJECTIVES OF THE COURSE

- To sensitise students to the fact that good health lies in nature
- To create an awareness about energy obtained from different components of food and to plan for a balanced diet
- To enable students to understand the significance of energy conservation and strategies for conserving energy
- To provide a basic knowledge of computer fundamentals and Email configuration

COURSE LEARNING OUTCOMES

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

- identify the importance of a few plants and their health benefits
- recognise the causes and symptoms of common disorders
- calculate food energy values and follow the Recommended Dietary Allowances (RDA) and appreciate the need for them.
- conserve energy and use it responsibly
- understand computer configuration for purchase of personal computer and E mail setting

HUMAN RESOURCE MANAGEMENT

CODE:19BA/MC/HR34

OBJECTIVES OF THE COURSE

- To provide the students an understanding of the relevance of HRM in the changing global economy.
- To educate the students on the functions of human resources in an organization
- To familiarise the students with different types of training and executive development in an organization.

COURSE LEARNING OUTCOMES

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

- Formulate Human Resource Policies
- Understand the challenges in managing Human Resources
- Comprehend the process of recruitment and selection
- Relate the process of performance appraisal and its role in compensation management

ETHICS, GOVERNANCE & SUSTAINABILITY

CODE:19BA/MC/EG34

OBJECTIVES OF THE COURSE

- To enable the students to be aware of various forms unethical practices in business
- To sensitize the students about ethical and none ethical choices in business decisions.
- To provide the students with the knowledge about Sustainability and Corporate Governance.

COURSE LEARNING OUTCOME

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

- Make personal choices of best industry practices in terms of ethics and governance
- Understand the responsibility of corporations beyond just business, in terms of ethical and

CSR practices.

- Differentiate ethical and unethical practices and take appropriate decisions
- Incorporate ethical and CSR initiatives early in their careers.

FINANCIAL MARKETS AND SERVICES

CODE: 19BA/MC/FS34

OBJECTIVES OF THE COURSE

- To educate students on the various dimensions of Financial System
- To familiarise the students with the structure and functioning of the financial markets in India
- To expose students to Money Market and Capital Market Instruments

COURSE LEARNING OUTCOMES

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

- Demonstrate the role and functions of the financial system in India
- Evaluate the structure of financial markets and different types of securities
- Gain familiarity with the components of the Indian Financial system
- Elucidate the various functions of financial services sector

RETAIL MARKETING

CODE: 19BA/MC/RM34

OBJECTIVES OF THE COURSE

- To enhance the knowledge of students on evolution of retailing
- To sensitise the students on choosing and analyzing suitable store locations and layout for the merchandise
- To expose students to the concept of E-Retailing

COURSE LEARNING OUTCOMES

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

- Understand the dynamic nature and evolution of retailing
- Evaluate the suitable location of store and store layout
- Comprehend the skills required for a successful merchandiser
- Capture the importance of going global
- Recognise the scope and challenges of rural retailing

BUSINESS STATISTICS

CODE: 19BA/AC/BS35

OBJECTIVES OF THE COURSE

- To provide students an understanding of probability and statistics
- To assist students to analyze data
- To make students exercise the fundamentals of statistical analysis in R environment

COURSE LEARNING OUTCOMES

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

- Use R
- Explore the data using descriptive and inferential statistics.

- Comprehend probability and sampling distributions
- Create applications of linear regression for predictive purpose

WORKFORCE BEHAVIOUR

CODE: 19BA/ MC/WB44

OBJECTIVES OF THE COURSE

- To create an awareness on the various challenges in managing the workforce
- To expose students to the stress and conflict management strategies
- To educate students on the importance of the organizational culture
- To create an awareness on team building skills

COURSE LEARNING OUTCOMES

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

- Analyse the various factors that has an impact on individual behaviour
- Demonstrate skills required for working in groups
- Implement the Stress and conflicts resolution strategies
- Elucidate the various motivational theories

INTRODUCTION TO FINANCIAL MANAGEMENT

CODE:19BA/MC/IF44

OBJECTIVES OF THE COURSE

- To acquaint the students with the basic tools and principles of financial management
- To provide the student with a sound conceptual frame work for financial decision-making
- To enable students to evaluate the Capital Budgeting proposals
- To demonstrate to the students the importance of working capital management

COURSE LEARNING OUTCOMES

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

- Evaluate the financial viability of investments
- Apply the techniques of Time Value of money
- Identify the factors affecting investment decisions
- Estimate the working capital requirements of the business concern

SERVICE MARKETING

CODE:19BA/MC/SM44

OBJECTIVES OF THE COURSE

- To acquaint the students with the various aspects of Service Industry
- To provide the students a comprehensive understanding of the nuances in Service management and Quality model
- To sensitise students to the working of the service industries

COURSE LEARNING OUTCOME

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

- Discuss the core concepts of the service industry
- Comprehend the differences in operations across the different business verticals.

Identify the critical aspects of service management across main industries
Explain the service pricing strategies and tactics

BUSINESS ETIQUETTE AND PRESENTATION SKILLS

CODE:19BA/MC/EP43

OBJECTIVES OF THE COURSE

- To familiarise students with the code of conduct at workplace
- To expose students to the rules of good workplace manners
- To acquaint students with the essentials of good presentation skills
- To assist students in recognising the positive and negative emotions

COURSE LEARNING OUTCOMES

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

- Develop and implement the essentials of business etiquettes in the appropriate business situations
- Use interpersonal skills to enhance their job effectiveness
- Conduct themselves professionally at meetings and business settings
- Use the required skills to create their own Presentations

BUSINESS DATA ANALYSIS

CODE: 19BA/AC/BD45

OBJECTIVES OF THE COURSE

- To familiarize students about statistical techniques available for data analysis
- To provide knowledge to students on data cleaning
- To acquaint the students to time series

COURSE LEARNING OUTCOMES

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

- Understand multivariate analysis
- Develop predictive models using Logistic Regression
- Apply and build models in the context of Time Series

PERFORMANCE MANAGEMENT

CODE:19BA/MC/PM54

OBJECTIVES OF THE COURSE

To develop an understanding of the importance and need for Performance Management systems in a business

To provide the students a comprehensive knowledge on the process of performance planning and execution

To acquaint the students with the nuances of Performance Management that is common in most business

COURSE LEARNING OUTCOME

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

Understand the performance appraisal system and its importance in organisations especially in the early years of their career

Comprehend the Potential areas and relate it to their performance at work place.

Understand the duty of as an employee and as a manager in the performance management system of the company

Assimilate knowledge on training and competency mapping

BUSINESS TAXATION

CODE:19BA/MC/BT54

OBJECTIVES OF THE COURSE

- To provide an overview of Direct Taxation law
- To acquaint the students with the provisions relating to GST.
- To equip the students with practical knowledge of computing the taxable income and tax liability of an individual assessee.

COURSE LEARNING OUTCOMES

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

- Compute taxable income and tax liability of an individual
- Identify tax planning avenues
- Appreciate the nuances of GST Law.
- Compute business and professional income

BUSINESS ANALYTICS

CODE: 19BA/MC/BA53

OBJECTIVES OF THE COURSE

- To provide students a comprehensive knowledge on data base management systems
- To expose students to various programming languages in the field of Analytics
- To equip the students for further analysis of Datasets

COURSE LEARNING OUTCOMES

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

- Gain familiarity with SQL
- Apply SAS and Python for data analysis
- Use R programming for Data presentation and descriptive statistics
- Handle data manipulation techniques

LEADERSHIP AND TEAM MANAGEMENT

CODE:19BA/MC/LT53

OBJECTIVES OF THE COURSE

- To expose students to the leadership behavior and their styles.
- To familiarise students about various leadership theories
- To acquaint students with Team Management process
- To inculcate the qualities for building and leading a Team

COURSE LEARNING OUTCOMES

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

- Apply leadership theories and practices to their decision-making
- Develop and implement critical thinking skills in team building
- Recognise the implications of leadership style and its impact on team and organizational performance
- Demonstrate the skills required to work effectively with teams to achieve high performance

BUSINESS PROCESS AUTOMATION

CODE: 19BA/MC/BP64

OBJECTIVES OF THE COURSE

- To introduce students to various topics Machine Learning
- To conceptualize Data Mining procedures
- To develop skills of using machine learning for solving practical problems

COURSE LEARNING OUTCOMES

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

- Develop an appreciation to a wide variety of algorithms
- Evaluate and interpret the results of the algorithms.
- Select an appropriate model basing on evaluation of algorithms.
- Design and implement machine learning solutions to classification, regression, and clustering problems

TOTAL QUALITY MANAGEMENT

CODE:19BA/MC/TQ63

OBJECTIVES OF THE COURSE

- To introduce to students the basic concepts of Total Quality Management
- To acquaint students with the Framework of Total Quality Management
- To impart knowledge to students on various quality systems like ISO and its standards.
- To educate students on the relevance of Total Quality Management in manufacturing and service industry

COURSE LEARNING OUTCOME

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

- Comprehend the key aspects of Total Quality Management
- Apply TQM techniques in manufacturing and service processes
- Understand the standards in Quality Management Systems
- Recognize the importance of Six Sigma and its Framework

GLOBAL BUSINESS MANAGEMENT

CODE:19BA/MC/GB63

OBJECTIVES OF THE COURSE

- To provide the students a comprehensive understanding from a global perspective
- To enable the students to administer the various business functions and managing their work in a global business environment
- To acquaint the students with the cultural differences between countries

COURSE LEARNING OUTCOME

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

- Understand the cultural differences that are important in business practices.
- Choose the best form of international business modes, based on product or industry
- Comprehend the functional process in working across countries with specific reference to HR, Finance, Marketing.
- Assimilate the differences in business practices in business across countries.

PROJECT MANAGEMENT

CODE: 19BA/MC/PJ64

OBJECTIVES OF THE COURSE

- To provide the students a complete understanding of projects and its various stages
- To enable the students to understand the stages in project management.
- To equip the students to integrate all the stages of a project from introduction to completion.

COURSE LEARNING OUTCOMES

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

- Plan and execute projects/tasks in a planned and phased manner
- Quantify the progress and use appropriate tools at various project stages for evaluation
- Comprehend the team dynamics in project execution
- Evaluate a project

LIFE SKILLS : AN APPROACH TO A HOLISTIC WAY OF LIFE

CODE:19VE/SS/HL63

OBJECTIVES OF THE COURSE

- To help students grow in spirituality and to experience themselves as integrated persons
- To help students understand themselves as relational beings and appreciate their role in family and society
- To help students recognize the commonality and differences of the different religions in India
- To help students grow in an awareness of the protective laws regarding women
- To prepare students to make informed choices in family and career

COURSE LEARNING OUTCOMES

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

- Appreciate themselves as integrated persons
- Recognize their role in family and society and become aware of the different protective laws in favour of women
- Make prudent choices for career and family
- Manage work life balance
- Live a harmonious life and be a channel of peace

TRAINING AND DEVELOPMENT

CODE: 19BA/ME/TD45

OBJECTIVES OF THE COURSE

- To acquaint students with the need for training and development in an organisation
- To facilitate the students to design and develop training programmes
- To expose students to the different techniques of training

COURSE LEARNING OUTCOME

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

- Identify skills required to design effective training programmes
- Explain the role of training and development
- Analyse problems and provide solutions to enable effective presentation of input and activities
- Provide constructive feedback to trainees

CHANGE MANAGEMENT

CODE: 19BA/ME/CM45

OBJECTIVES OF THE COURSE

- To acquaint students with best practices for tactical change management
- To expose students to the personal and organisational approaches when dealing with change.
- To provide the students, skills for effectively communicating change.
- To provide knowledge to the students on planning and managing change

COURSE LEARNING OUTCOMES

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

- Create a road map in bringing the change in the organization
- Develop and implement a range of skills relevant to the change management process
- Build a shield against resistance while implementing the change
- Elucidate the role of 'change agents' and its applicability in organisational settings

PRODUCT AND BRAND MANAGEMENT

CODE: 19BA/ME/PB45

OBJECTIVES OF THE COURSE

- To educate students in developing strategies for each stage of Product Life Cycle
- To sensitise students on the role of brands and brand equity and the advantages of creating strong brands.
- To provide knowledge to students on the importance of choosing brand elements
- To acquaint students with alternative branding strategies
- To impart knowledge on building and managing online brands

COURSE LEARNING OUTCOME

On successful completion of the course students will be able to

- Identify the key elements that create strong brands
- Apprehend the importance of creating strong brands
- Evaluate the best branding strategies for various kinds of products
- Manage the issues related to online brands

CUSTOMER RELATIONSHIP MANAGEMENT

CODE:19BA/ME/CR45

OBJECTIVES OF THE COURSE

- To acquaint students with the concepts and principles of CRM
- To familiarise the students about the role and changing face of CRM
- To enable students to understand the use of technology in managing customer relationships

COURSE LEARNING OUTCOME

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

- Assess the concept of value creation in Customer Relationship Management
- Identify methods of implementing Customer Relationship Management in the

business

- Understand Customer Loyalty with reference to Customer Retention and Customer Lifetime Value
- Develop and implement Customer Retention strategies

FAMILY BUSINESS MANAGEMENT

CODE: 19BA/ME/FB45

OBJECTIVES OF THE COURSE

- To acquaint students with the unique features of family business
- To familiarise students with the governance issues and conflict in family business
- To enable students to understand the growth and sustainability of family business
- To create an awareness on succession planning in family business

COURSE LEARNING OUTCOME

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

- Understand the relevance of family business
- Analysis the process of transition
- Outline the growth in business and relationship in family
- Comprehend the modes of succession planning in family business

