

Bachelor of Commerce (Advertising, Sales Persons, Sales Management)

Course Outcomes

Semester-I

Course Code	Course	Credits	Course Outcome	
ELS1	English (First Language)	4	CO1	Appreciate the different genres of literature: prose, poetry and essay
			CO2	Gain competence in speaking skills by practicing conversations and involving in communication activities like asking and seeking for opinions, clarifications, getting attention, and agreeing and disagreeing with opinions
			CO3	Figure out the etymological origins of English words by learning Greek and Latin roots, prefixes and suffixes and learn to spell correctly.
			CO4	Distinguish the subtle differences in meaning and articulation in homonyms, homographs & homophones
			CO5	Learn the different types of nouns, pronouns, adjectives and articles
			CO6	Learn and practice skills such as Creativity, Interpersonal Skills, Motivation and Self-analysis
	Second Language-Hindi	4	CO1	अपनी स्वयं की बनाई हुई दुनिया से बाहर निकल कर सीखने और समझने का प्रयत्न करें
			CO2	लेखन कला की उत्कृष्टता के लिए सरल और जटिल शब्दों का भंडारण करना
			CO3	सहपाठियों को शामिल करते हुए, दूसरों के अनुभवों को सुनकर आत्मसात करें
			CO4	शब्दों और विचारों के बीच संबंधों को समझने की समझ
			CO5	अपनी साहित्यिक शैली को पुष्ट करें
			CO6	छात्र सबसे अलग अपनी पहचान बनाने का प्रयास करें
			CO1	Read, write and try to understand the language.

Second Language-Arabic	4	CO2	Speak the language to some extent on the basis of the lesson AL HIWAAR.
		CO3	Construct meaningful sentences with appropriate words.
		CO4	Get enriched with an insight into the reality of life and this world, through the verses of SURAHS.
		CO5	Get inspired through the verses of SURAH AT THEEN and become good human beings by having love and compassion for others.
		CO6	The chapters of Grammar help to learn 'Parts of Speech' in Arabic.
Second Language-Sanskrit	4	CO1	पुरातन भारतीय संस्कृतिः , चारित्रक , इतिहासादि विषयानाम् परिणत ज्ञानं प्राप्नोति ।
		CO2	शब्दस्य पूर्व स्वरूपं , तत् समीचीन अर्थज्ञानम् ।
		CO3	द्विपद सम्मेलनं विघटयतुमपि अवगन्तुं शक्नुवन्ति ।
		CO4	पञ्चतन्त्रस्य पूर्वापरविश्लेषणाज्ञानम् आगमिष्यन्ति ।
Second Language-French	4	CO1	You will be able to understand the basic grammatical structure of the French language (differences in pronouns, gendered nouns & adjectives, gendered articles)
		CO2	You will be able to understand the basic syntactic structure of the French language (subject + verb + determinant + object), you will learn the tentative placement of adjectives and the mobility of adverbs.
		CO3	You will be able to make basic conversation and write a dialogue in French regarding your daily life (classroom, friends, family, home, city, country of residence, language, age, activities, basic physical and emotional qualities)
		CO4	You will be able to use a bilingual dictionary to find new nouns independently and write sentences using same/similar grammatical/syntactic structures learnt in class
		CO5	You will be able to ask and answer basic questions by providing short reasons for your choices

			CO6	You will be able to carry out a formal and informal basic conversation in French (written & oral)
			CO7	You will be able to read texts related to daily life aloud in French and understand them
			CO8	You will be able to listen to conversations related to daily life in French and comprehend them
AECC1b	Basic Computer Skills	2	CO1	Will be able to exhibit proficiency in a core set of applications, viz., Microsoft Word, Excel and PowerPoint.
			CO2	Will be able to apply writing skills in preparing and presenting documents.
			CO3	Will be able to discuss key hardware terminology and hardware functionality.
			CO4	Will be able to demonstrate competency in using PC operating systems and using the Internet as a search tool.
			CO5	Will learn concept of computer networks and communication system.
DSC 101	Financial Accounting-I	5	CO1	Students will be acquainted with the flow of accounting cycle and comprehend the various Accounting Concepts and Conventions.
			CO2	Able to apply the acquired knowledge in preparing accounting statements starting from Journal to Final Accounts and Statements relating to Depreciation
			CO3	Enable the students to identify and interpret the causes for disagreement of trial balance and rectify the same.
			CO4	Ability to reason out the disagreement between Cash book and pass book and also to reconcile them.
			CO5	Know the reasons and causes for depreciation, different methods and its accounting treatment.
			CO6	Ability to perform the duties of preparing financial statements following appropriate Accounting Standards.
			CO1	Student will be cognizant about the social, economic and national objectives of business and the various types of business organizations.

DSC 102	Business Organization and Management	5	CO2	Students will be able to contemplate on various factors like contribution of capital, risk bearing capacity, liability etc., which influence while selecting their own choice suitable form of Business Organization.
			CO3	Students will be acquainted with the meaning, types of Promoters and personal traits required to become a successful promoter.
			CO4	Students will be conscious of legal implications involved while drafting the important documents (MOA, AOA & Prospectus) in promotion of a Company.
			CO5	Comprehend the principles and functions of Management applied in decision making.
			CO6	Acquaintainted with the required managerial skills needed to run the business organisation efficiently.
			CO7	Analyse the concept of Delegation of Authority, Responsibility, coordination, and control. Differentiate the approaches of management in decision making and problem solving.
			DSC 103	Marketing Management
CO2	Understand evolution of marketing and the emphasis on each stage			
CO3	Understand the marketing system, and marketing environment			
CO4	Have clear understanding of the marketing mix and functions			
CO5	Have clear understanding of the marketing mix and functions			
CO6	Understand the role of pricing. Make students understand the Product & price management.			
CO7	Understand the importance of Packaging & labelling.			
CO8	Understand the various promotional channels. Understand the concepts of Personal Selling, Public Relations, Online Marketing & Retailing.			
Semester-II				
Course Code	Course	Credits	Course Outcome	
			CO1	Appreciate genres like prose, poetry, drama and essay and critically evaluate their aesthetic, meaning and usage

ELS2	English (First Language)	4	CO2	Enhance their word bank by learning vocabulary: Oxymoron, Hyperbole, Loan Words, Portmanteau Words, Simile and Metaphor
			CO3	Learn different types of verbs, tenses and adverbs
			CO4	Gain the essentials of writing skills through Paragraph writing, Sequencing, Descriptive and Argumentative Writing
			CO5	Gain and practice skills like Decision-making, Holistic Health, Conflict Resolution and Ethical Behaviour
			CO6	Learn the different figures of speech
			CO1	बोलने और लेखन कौशल का अधिक से अधिक प्रदर्शन
	Second Language-Hindi	4	CO2	शब्दों और विचारों के बीच संबंधों को समझने की समझ
			CO3	कौशल और प्रतिनिधित्व के साथ भाषा और व्याख्यानों के सिद्धांतों को समझें एवं उन्हें आत्मसात करने का प्रयत्न करें
			CO4	अपनी स्वयं की बनाई हुई दुनिया से बाहर निकल कर सीखने और समझने के दौरान सहपाठियों को शामिल करते हुए, दूसरों के अनुभवों को महसूस करते हुए, अपनी साहित्यिक शैली को पुष्ट करें
			CO5	मानव संबंधों के प्रति सहानुभूति और सराहना की भावना रखना
			CO6	छात्रों की कहानियों में दिलचस्पी का विकास करना
			CO1	Read, write and understand the language.
	Second Language-Arabic	4	CO2	Lead a dignified life of piety and virtue through the verses of SURAH AL QADR and SURAH AZ ZILZAL.
			CO3	Keep the importance of knowledge and education in mind, by studying lesson, the 7th Nizam Mir Osman Ali Khan.
			CO4	Inculcate values that help in their overall development.
			CO5	Learn to distinguish between phrases and sentences and construct meaningful sentences with suitable words and phrases.

SLS2	Second Language-Sanskrit		CO6	Enhance their knowledge in History of Arabic Literature: Impact of the Holy Qur'an on Arabic Literature, Compilation of the Holy Qur'an and Poetry in Islamic Period.
		4	CO1	पुरातन भारतीय संस्कृतिः , चारित्रक , इतिहासादि विषयानाम् परिणत ज्ञानं प्राप्नोति ।
			CO2	धातुनिर्माणे निष्णाताः अभवान् ।
			CO3	विग्रहवाक्यस्य आवश्यकथा अवगन्तुं शक्नुवन्ति ।
			CO4	द्विपद सम्मेलनं अपि अवगन्तुं शक्नुवन्ति ।
			CO5	पञ्चतन्त्रस्य पूर्वापरविश्लेषणाज्ञानम् आगमिष्यन्ति ।
			CO6	संस्कृते संभाषणा ज्ञानम् लभन्ते
	Second Language-French	4	CO1	You will be able to understand the basic grammatical structure of the French language (differences in pronouns, gendered nouns & adjectives, gendered articles)
			CO2	You will be able to understand the basic syntactic structure of the French language (subject + verb + determinant + object), you will learn the tentative placement of adjectives and the mobility of adverbs and one set of pronouns (pronoun of place).
			CO3	You will be able to use present tense, simple past and future tenses and immediate past and near future tenses in the correct context.
			CO4	You will be able to use a bilingual dictionary to find new nouns independently and write sentences using same/similar grammatical/syntactic structures learnt in class
			CO5	You will be able to ask and answer basic questions by providing short reasons for your choices
			CO6	You will be able to carry out a formal and informal basic conversation in French (written & oral)
			CO7	You will be able to read texts related to daily life aloud in French and understand them

			CO8	You will be able to listen to conversations related to daily life in French and comprehend them
AECC2b	Environmental Studies	2	CO1	Demonstrate a general understanding of the breadth and interdisciplinary nature of environmental issues.
			CO2	Be well-prepared for meaningful careers and post-graduate education in fields related to environmental science and beyond.
			CO3	Formulate an action plan for sustainable alternatives that integrate science, humanist, and social perspectives.
			CO4	Apply systems concepts and methodologies to analyse and understand interactions between social and environmental processes.
			CO5	To cultivate compassion, curiosity, collaboration, and hope.
			CO6	Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
DSC 201	Financial Accounting-II	5	CO1	Ability to perform the duties of preparing financial statements following appropriate Accounting Standards.
			CO2	Acquainted with the Accounting treatment of the special transactions.
			CO3	Ability to differentiate the Single entry and Double entry system of accounting.
			CO4	Analyse accounts from incomplete records and ascertain profit understatement of affairs method and conversion method.
			CO5	Ability to prepare different financial statements needed for Non-Profit form of organisation and thereby ascertain their financial result and position.
DSC 202	Business Laws	5	CO1	Acquainted with the provisions of Indian Contract Act, Sale of Goods Act and Different agreements and Contracts.
			CO2	Interpret the provisions of sale of goods act and consumer protection act.
			CO3	Competent to elucidate the aspects of intellectual property rights.
			CO4	Can gain cognizance on management of companies and procedure of conducting meetings.
			CO5	Determine the role of Board of directors and their legal position.

			CO6	Will be familiarised with the process of winding-up the company and provisions of insolvency and bankruptcy code 2016.
DSC 203	Fundamentals of Advertising		CO1	The student will be able to understand the basic intricacies of Advertising & Direct Marketing identify the various components of DAGMAR and understand their importance in the designing of an effective marketing strategy for the Organization.
			CO2	The students will be able to analyze the growing need & importance of Advertising & Sales promotion, the management of relationships and communication to establish goodwill and mutual understanding between an organization and its public.
			CO3	The student will be able to understand the Information utility, Product utility, introduction of new product ,encourage innovation & provide financial support to media.
			CO4	The student will be able to identify the social, ethical and legal responsibilities of advertising& social impact of advertising on society.
			CO5	The student will be able to understand the criticisms & controversial effects of Advertising.
			CO6	The student will be able to understand the strategic planning involved in the advertising department as well as the communication response pyramids.
			Semester-III	
Course Code	Course	Credits	Course Outcome	
ET S3	English (First Language)	2	CO1	Critically appreciate and evaluate the various genres of literature: prose, poetry, short story and essay
			CO2	Articulate with greater display of Speaking and Writing skills through inputs in Vocabulary and Grammar
			CO3	Enhance their proficiency through inputs in Grammar like prepositions, voice, connectives

EL53	English (First Language)	3	CO4	Learn and use synonyms and antonyms, phrasal verbs, idioms, technical and
			CO5	media vocabulary, and the differences between the British and American variations of
			CO6	Develop better writing skills and become adept in organizing one's thoughts and ideas into essays
SLS3	Second Language-Hindi	3	CO1	पूरे सत्र को ध्यान से निभाएँ और संयम बनाए रखें
			CO2	छात्रों के संदेह के स्पष्टीकरण के लिए प्रशिक्षक सुलभ रहें
			CO3	मानव संबंधों के प्रति सहानुभूति और सराहना की भावना रखना
			CO4	सीखने और समझने के दौरान सहपाठियों को शामिल करते हुए, दूसरों के अनुभवों को महसूस करते हुए, अपनी साहित्यिक शैली को पुष्ट करें
			CO5	बोलने और लेखन कौशल का अधिक से अधिक प्रदर्शन
			CO6	छात्र सबसे अलग अपनी पहचान बनाने का प्रयास करें
	Second Language-Arabic	3	CO1	Improve the skills of reading, writing, understanding and speaking the language with the help of new vocabulary.
			CO2	Do a comprehensive study of the lessons, The Holy Qur'an and The Holy Hadith.
			CO3	Become good human beings, through the teachings of The Holy Qur'an and Holy Hadith
			CO4	Study the various forms of Present / Future Tense Verbs and to use them at appropriate situations.
			CO5	Gain knowledge in grammar by studying the changes happening in Present / Future Tense Verbs when certain particles HUROOF NASIBAH / HUROOF JAZIMAH precede them.
			CO6	Enhance your knowledge in the Pre-Islamic Arabic literature.
			CO1	शब्दस्य पूर्व स्वरूपं , तत् समीचीन अर्थज्ञानम् ।
			CO2	परियोजनादि विजये स्वतन्त्रेण प्रदर्शनार्थं स्वशक्तिः प्राप्नोतिः

	Second Language-Sanskrit	3	CO3	साहित्य इतिहास श्रवणे स्वजीवित लक्ष्यं पुरयति
			CO4	विक्रममहाराज तदेव नवरत्नकवीनाम् विश्लेषणाद्यायनम् भवति ।
			CO5	चारित्रक काव्य महत्यज्ञानम् प्राप्नुवन्ति
			CO6	व्यवहारिक संस्कृत भाषायां लेखन अनुवाक निर्माणं आगच्छति।
	Second Language-French	3	CO1	You will be able to understand and narrate situations from the past in their chronological order
			CO2	You will be able able to understand, speak & write about health, ecology, job opportunities
			CO3	You will be able to speak about the characteristics and traits of a person/ association
			CO4	You will be able to express the cause and consequence of certain actions and be able to call for action
SEC1b	Professional Skills	2	CO1	Prepare their resume in an appropriate template without grammatical errors and using proper syntax.
			CO2	Participate in a simulated interview.
			CO3	Actively participate in group discussions towards gainful employment.
			CO4	Capture a self-interview simulation video regarding the job role concerned.
			CO5	Enlist the common errors generally made by candidates in an interview.
			CO6	Perform appropriately and effectively in group discussions.
			CO7	Explore sources (online/ offline) of career opportunities.
			CO8	Identify career opportunities in consideration of their own potential and aspirations.
			CO9	Use the necessary components required to prepare for a career in an identified occupation (as a case study
			CO1	Understand the difference between risk and uncertainty and their applications in Insurance.
			CO2	Gain an overview of the financial insurance market in the country.

SEC 2a	Principles of Insurance	2	CO3	Learn the important terminologies associated with life and non-life insurance.
			CO4	Understand the role of insurance in personal financial planning.
			CO5	Become aware about the types of Life insurance policy companies and their plans.
SEC 2b	Foundation of Digital Marketing & Web Design	2	CO1	The students will be able to learn the basics of Digital Marketing.
			CO2	The students will be able to apply their Digital marketing skills in reality.
			CO3	The students will be able to understand the theoretical aspects of the digital marketing subject more clearly The students will be able to understand the importance of analytics and mapping of data.
			CO4	The students will be able to understand the importance of analytics and mapping of data.
			CO5	The students will learn the importance of Responsiveness of a website Conversions, Leads, CTAs, CRO, CTR, SERPS in Web designing.
DSC 301	Advanced Accounting	5	CO1	Acquaint with accounting knowledge of partnership firms in the context of admission, retirement and death of a partner.
			CO2	Gain knowledge about the accounting procedures at the time of Dissolution of a Firm and also the sale of a firm to a company form of organisation.
			CO3	Gain insight on the customary practices of issue of shares and debentures by companies.
			CO4	Can comprehend the provisions amended in companies act 2013 and enable to prepare company final accounts.
			CO5	Comprehend the types of capital structure of the company and explain their representation in the balance sheet.
			CO6	Evaluate the different situations of capital issue to public like issue at premium, issue at discount, forfeiture of shares etc.

			CO7	Demonstrate apportionment of profits pre and post incorporation of the company and prepare financial accounts.
			CO8	Able to exhibit proficiency in evaluation of goodwill and shares.
DSC 302	Business Statistics-I	5	CO1	Able to apply fundamental concepts in exploratory data analysis.
			CO2	Develop skills in presenting data using appropriate diagrams or graphs. Independently calculate basic statistical parameters such as mean, median and mode.
			CO3	Independently calculate basic statistical parameters such as mean, median and mode.
			CO4	Knowledge of average of variation and dispersion of values. Understand the difference between dispersion and skewness.
			CO5	Understand the relation between two variables by correlation.
			CO6	Apply different methods to find the strength of a linear association between two numerical variables.
DSC 303	Media Management	5	CO1	Know types of medias available and how use of proper media planning and buying can help them to prosper.
			CO2	Understand the major characteristics of different medias and media strategies.
			CO3	Understand what is media research and what are the different media research bodies and their role.
			CO4	Understand the importance of media scheduling.
			CO5	Understand the developments of international marketing.
			CO6	Know about Practical Aspects relating to Media Management.
Semester-IV				
Course Code	Course	Credits	Course Outcome	
			CO1	Gain knowledge of other literatures: the African American, British and Indian

ELS4	English (First Language)	3	CO2	Appreciate literatures, their historical, cultural and sociological aspects and evaluate their impact
			CO3	Gain knowledge in vocabulary through practice in commonly confused words, Indianisms, one-word substitutes and common errors
			CO4	Learn the skill of report writing
			CO5	Learn to welcome change in life and not confine oneself with old ideas.
			CO6	Discuss and debate on social evils like "discrimination" and understanding "unity in diversity".
SLS4	Second Language-Hindi	3	CO1	अध्ययन की सुविधा की दृष्टि से बोधपरक विषय, भाषा तथा शैलीगत सरलता का विशेष रूप से ध्यान रखना
			CO2	भाषाओं को सुनने, सीखने और बोलने के साथ-साथ, अपनी खुद की भाषा की ओर भी एक नया दृष्टिकोण विकसित करना
			CO3	छात्र सबसे अलग अपनी पहचान बनाने का प्रयास करें
			CO4	अपनी स्वयं की बनाई हुई दुनिया से बाहर निकलें
			CO5	कौशल और प्रतिनिधित्व के साथ भाषा और व्याख्यानों के सिद्धांतों को समझें एवं उन्हें आत्मसात करने का प्रयत्न करें
			CO6	शब्दों और विचारों के बीच संबंधों को समझने की समझ
	Second Language-Arabic	3	CO1	Improve the skills of reading, writing, understanding and speaking the language by using new words and phrases.
			CO2	Become good human beings by studying the lessons in prose, SEERAH AR RASOOL and ZIKR ASH'HAR SAHABIYAT AR RASOOL-SAWS.
			CO3	Learn to lead a dignified and respectful life even in an unfavourable environment.
			CO4	Enhance your knowledge in Arabic grammar by studying the the subject and predicate thoroughly..

			CO5	Enrich your vocabulary by studying new words, synonyms, antonyms, singular and plural.
			CO6	Enhance your knowledge in the History of Arabic Literature by studying the poetry and poets of Abbasid period.
	Second Language-Sanskrit	3	CO1	पुरातन भारतीय संस्कृतिः , चारित्रिक , इतिहासादि विषयानाम् परिणत ज्ञानं प्राप्नोति ।
			CO2	विवेकानन्दादि महनीयानाम् चरितं ज्ञातुम् शक्नुवन्ति ।
			CO3	परियोजनादि विजये स्वतन्त्रेण प्रदर्शनार्थं स्वशक्तिः प्राप्नोतिः
			CO4	क्रुदन्तरूपाणि उपयुक्त्वा वाक्यनिर्माणे कौशल्यं भविष्यन्ति ।
			CO5	व्यवहारिक संस्कृत भाषायां लेखन अनुवाक निर्माणं आगच्छति।
			CO6	विश्वमानव सौभ्रातृत्वं , वसुधैव कुटुम्बक निर्माणे स्वकर्तव्यं संपूर्णं करोति।
	Second Language-French	3	CO1	You will be able to use vocabulary related to shopping and banking in French
			CO2	You will be able to understand, speak & write about a theft
			CO3	You will be able to describe daily objects (their shape, colour, form and material) and compare them
			CO4	You will be able to use vocabulary related to media (computer, television, newspaper) in French
SEC3	Leadership & Management Skills	2	CO1	To help students develop essential skills to influence & motivate others
			CO2	To inculcate the concept of emotional and social intelligence among students
			CO3	To understand the concept of entrepreneurship and its impact on society
			CO4	To understand the concept of personal & ethical values in professional & social context
			CO1	To equip students to learn about the various policies available to the life of Individuals, and also pension policies after retirement.

SEC 4a	Practice of Life and General Insurance	2	CO2	To comprehend the significance of various group insurance plans and factors implicating computation of premium.
			CO3	To recognize the key role of life Insurance in individual financial planning implications and tax benefits under Income Tax.
			CO4	Comprehend the various products, prospects and significance of Indian general Insurance market. To enable students realize the statutory requirements and procedure to be followed while filling the various general Insurance policy forms and documents.
			CO5	Recognize the role of underwriters & actuaries in fixing the premiums by Risk Sharing and Risk Management techniques
SEC 4b	Social Media Marketing Search Engine Optimization & Online Advertising	3	CO1	The students will be able to learn the basics of Social Media Marketing.
			CO2	The students will be able to apply their social media marketing skills in reality.
			CO3	The students will be able to understand the theoretical aspects of the most relevant social medias.
			CO4	The students will be able to understand the importance of analytics and advertising tracking.
			CO5	The students will learn the importance of Budget, ROI, Keyword research, use and application of different social media for marketing online. They will be able to differentiate between the professional SM like LinkedIn and unprofessional SM like Facebook.
DSC 401	Income Tax	5	CO1	The Course will provide the students an understanding about the Indian income tax system.
			CO2	Get acquainted with the knowledge of concepts, principles, and rules of taxation of individuals and small businesses.
			CO3	Will be able to apply the tax laws and provisions for the computation of Tax Liability.
			CO4	Will be able to recognize tax planning opportunities and recommend appropriate tax-saving strategies for decision making.

			CO5	Understand the logic behind implementation of Income tax in each head of Income.
			CO6	Know about various legal aspects relating to Income received under any head.
DSC 402	Business Statistics-II	5	CO1	Apply linear regression models in practice, identifying the situations appropriate for its use.
			CO2	Ability to construct simple price, quantity and indexes and interpret the trends in a ideal set.
			CO3	Comprehend concept of line Series and apply it in the field of Commerce and allied courses.
			CO4	Ability to apply Time Series data and Interpret outcomes of analysis.
			CO5	Acquire skills of usage of probability rules in different situations.
			CO6	Identification of different Distributions and Situations in which different distribution models can be applied.
DSC 403	Marketing Research	5	CO1	Understand the process of marketing research and its different processes.
			CO2	Understand different research methods.
			CO3	Analyse and interpret both qualitative and quantitative data.
			CO4	Conduct and analyse a focus group discussion.
			CO5	Communicate research results in the form of report writing and oral presentations.
			CO6	To explore different trends in Marketing research.
			CO7	Understanding various Applications of research & the effect on the market segments.
			CO8	Understand relationship and differences between marketing research and marketing information systems.
Semester-V				
Course Code	Course	Credits	Course Outcome	
			CO1	Gain knowledge of other literatures: the African American, British and Indian

ELS5	English (First Language)	3	CO2	Appreciate literatures, their historical, cultural and sociological aspects and evaluate their impact
			CO3	Gain knowledge in vocabulary through practice in commonly confused words, Indianisms, one-word substitutes and common errors
			CO4	Learn the skill of report writing
			CO5	Learn to welcome change in life and not confine oneself with old ideas.
			CO6	Discuss and debate on social evils like "discrimination" and understanding "unity in diversity".
			SLS5	Second Language-Hindi
CO2	मानव संबंधों के प्रति सहानुभूति और सराहना की भावना रखना			
CO3	राष्ट्रभाषा हिंदी की राष्ट्र के समस्त राष्ट्रीय तत्वों को व्यक्त करने के साथ साथ समूचे राष्ट्र में भावनात्मक एकता कायम रखने में महत्वपूर्ण भूमिका			
CO4	व्याख्यानों के सिद्धांतों को समझें एवं उन्हें आत्मसात करने का प्रयत्न करें			
CO5	लेखन कला की उत्कृष्टता के लिए सरल और जटिल शब्दों का भंडारण करना			
CO6	बोलने और लेखन कौशल का अधिक से अधिक प्रदर्शन करना			
Second Language-Arabic	3	CO1		Improve the skills of reading, writing, understanding and speaking the language with the help of new words.
		CO2		Become a patriot by studying the lesson about the freedom fighters 'BATAL AL HURRIYYAH' .
		CO3		Treat every human with due respect.
		CO4		Learn that 'AL MUSAWAT AL INSANIYYAH' teaches Human Equality, which means that everyone should enjoy equal rights in social life without any discrimination.
		CO5		Learn the importance of education as the educated lead a dignified life in the society whereas the uneducated are exploited everywhere.

			CO6	Enhance your knowledge in the History of Arabic Literature by studying the development of prose during the Abbasid period.
	Second Language-Sanskrit	3	CO1	उपनिषदादि विषये अधुनिक आविष्करण स्थापने उपयुक्तः।
			CO2	शास्त्रकाराणाम् आलोचनात्मक, सादृश्यनात्मक अध्यानादि विषयज्ञानं आगमिष्यति।
			CO3	अलङ्काराणां परिचय ज्ञानम् प्राप्नुवन्ति।
			CO4	व्यवहारिक संस्कृत भाषायां लेखन अनुवाक निर्माणं आगच्छति।
			CO5	अन्ते भाषायां जीवनेऽपि कुशलत्वं, प्रतिनिधित्वं, वक्तृत्वं, स्थैर्यं आगमिष्यति।
	Second Language-French	3	CO1	You will be able to understand and narrate situations from the past in their chronological order
			CO2	You will be able able to understand, speak & write about health, ecology, job opportunities
			CO3	You will be able to speak about the characteristics and traits of a person/ association
			CO4	You will be able to express the cause and consequence of certain actions and be able to call for action
GE a	Business Economics	5	CO1	Describe and explain key micro economic concepts. Acquire knowledge for application of economic principles and tools in business practices.
			CO2	Understand and apply supply and demand analysis to relevant economic issues.
			CO3	Describe about variable proportion, law of returns to scale, BEP and economies of scale.
			CO4	Employ marginal analysis for decision making, understand the concept of law of diminishing marginal utility and indifference curve.
			CO5	Develop the students' understanding of the methods and tools of Economic analysis to allow them to pursue careers and further study in Economics, and in a range of other related areas.

GE b	Advanced Aspects of Income Tax	5	CO1	Acquainted with various provisions of Income Tax Laws
			CO2	Acquainted with the various rules for aggregation and set off of losses of income of one head from income of other heads.
			CO3	Acquainted with the provisions relating to various deductions applicable from the Gross Total Income.
			CO4	Will be in a position to compute the tax liability of an Individual with the knowledge of the tax rates applicable and will be adept with the procedure of filing returns.
			CO5	With the acquired knowledge the students can calculate their tax liability by themselves in future and they can also contemplate to choose a career in this field which is very lucrative.
DSE 501a	Cost Accounting	5	CO1	Perceive the essentials of good cost accounting system and classify various types of costs and able to prepare and present cost sheet
			CO2	Compute material cost and acquaint knowledge on inventory control techniques and pricing methods of material issue
			CO3	Compute labour cost, familiarise with the methods of wage payment system and assess labour turnover
			CO4	Skilful in computation of process cost including ascertainment of normal loss and abnormal loss
			CO5	Compute profit of an incomplete contract, cost of contract and cost of work certified
DSE 502a	Computerized Accounting	5	CO1	Demonstrate accounting process under computerized accounting system
			CO2	Acquaint with procedure of maintaining stock keeping units using Tally
			CO3	Classify types of accounting vouchers in Tally and be skilful in recording of day-to-day transactions in ERP
			CO4	Distinguish between accounts receivable and accounts payable and gain mastery of maintaining bill wise details using accounting software
			CO5	Acquire insight on Management Information System and able to generate accounting reports using Tally

DSE 503a	Brand Management	5	CO1	Learn what is branding their concepts, functions and significance and different types of brands companies use.
			CO2	Learn the process of strategic brand management, how marketers use different ways to build a strong brand
			CO3	How they position their brands and establishing brand values learn what is brand vision and elements. Branding for global markets and competition with foreign brands.
			CO4	Branding for global markets and competition with foreign brands.
			CO5	Understand the different ways the brand image is build by the company's for their different products.
			CO6	Know the Programmes held for brand loyalty and Methods used for brand promotion.
			CO7	Understand what is brand extension, adoption practices, learn the different types of brand extensions, factors influencing decisions
			CO8	Learn what is measuring brand performance, brand equity and its management.

Semester-VI

Course Code	Course	Credits	Course Outcome	
ELS6	English (First Language)	3	CO1	Read and interpret and analyze the implicit and explicit layers of meaning embedded in a poem.
			CO2	Become more empathetic and question discrimination of gender that is prevailing in the society and promote gender equality
			CO3	Understand the need for the English to be adapted to the local cultural contexts of India.
			CO4	Improve language skills by learning types of sentences, use relative clauses and common errors in English
			CO5	Learn and use, formal and informal vocabulary, one-word substitutes and appropriacy of language.
			CO6	Develop better writing skills and be able to write reviews and CVs.

SLS6	Second Language-Hindi	3	CO1	विचारों को एक भाषा से दूसरी भाषा में रूपान्तरित कर अनुवाद करने कि कला सीखना
			CO2	भारत जैसे बहुभाषा-भाषी देश के शिक्षा-क्षेत्र में अनुवाद की भूमिका
			CO3	समकालीन राजनीति के कारण अल्पसंख्यक वर्ग की छवि के रूप का चित्रण
			CO4	छात्र सबसे अलग अपनी पहचान बनाने का प्रयास करें
			CO5	शब्दों और विचारों के बीच संबंधों को समझने की समझ
			CO6	कौशल और प्रतिनिधित्व के साथ भाषा और व्याख्यानों के सिद्धांतों को समझें
	Second Language-Arabic	3	CO1	Enhance the skills of reading, writing, understanding and speaking comprehension
			CO2	Gain knowledge regarding the golden heritage of Telangana by studying the lesson 'AATHAR TELANGANA' .
			CO3	Study the struggle of freedom fighters and freedom movement of India and the importance of education through the lesson 'Sarojini Naidu' - the nightingale of India.
			CO4	Build up their proficiency in the language with a thorough study of prose and poetry.
			CO5	Learn different types of sentences and their structure by using new vocabulary and phrases.
			CO6	Be a good and kind hearted human being by possessing good manners and aim for higher positions in life.
	Second Language-Sanskrit	3	CO1	उपनिषदादि विषये अधुनिक आविष्करण स्थापने उपयुक्तः।
			CO2	महाकवीनाम् आलोचनात्मक, सादृश्यनात्मक अध्ययनादि विषयज्ञानं आगमिष्यति।
			CO3	अलङ्काराणां प्रयोगे पाण्डित्यम् लभ्यन्ते ।

			CO4	व्यवहारिक संस्कृत भाषायां लेखन अनुवाक निर्माणं आगच्छति।
			CO5	अन्ते भाषायां जीवनेऽपि कुशलत्वं , प्रतिनिधित्वं, वक्तृत्वं, स्थैर्यं आगमिष्यति।
	Second Language-French	3	CO1	You will be able to understand and narrate situations from the past in their chronological order by using two different past tenses
			CO2	You will be able able to understand, speak & write about France and Francophonie
			CO3	You will be able to get tourist information
			CO4	You will be able to express yourself in simple colloquial French
PR	Research Methodology and Project Report	4	CO1	Acquaint with the knowledge of basics of research aiding in conduct of project work
			CO2	Develop an understanding about various research designs
			CO3	Able to distinguish a statement of purpose, a research question or hypothesis and a research objective
			CO4	Develop skill in determining the measurement of scale in quantifying the variables
			CO5	Design and execute a research hypothesis independently
			CO6	Appreciate parametric and non-parametric statistical techniques in solving the research problem
			CO7	Familiarise with the concept of research report, its format and contents
			CO8	Students take up the project on organization and management of industries by visiting industries
			CO1	Explain the financial concepts used in making accounting management decision
			CO2	Acquaint with the knowledge of absorption costing, marginal costing, break even analysis and apply in problem solving and aid in decision making
			CO3	Analyse the motive behind preparing the various budgets, establishing a budgetary control system

DSE 601a	Cost Control and management Accounting	5	CO4	Distinguish between standard costing and historical costing; and compute standard cost and analyse production cost preparing variance reports
			CO5	Analyse the financial statements of an entity using ratios and interpret inter-firm and inter-period comparisons
			CO6	Competent to find funds gain or loss from business operations by analysing the changes in working capital
			CO7	Demonstrate the flow of funds from operating, investing and financing activities of an entity
DSE 602a	Theory and Practice of GST	5	CO1	Know about importance of Indirect taxes in India and the journey of GST in India since the year 2004.
			CO2	Know about the application of GST in Tally.
			CO3	List out the accounts to be maintained as per GST laws and various returns to be filed to get input tax credit.
			CO4	Know about application of GST in case of businesses which are service oriented and rates for service businesses and its application mechanism.
			CO5	Know about Application of GST in tally ERP 9, recording business transaction in relating to business transaction and other relevant areas which has to be filed by the business entity as per GST law.
			CO6	Creating GST invoices etc in Tally ERP 9 (Basic Introduction) AND Practical exposure to GST in businesses.
DSE 603a	International Advertising	5	CO1	Learn the importance of international marketing.
			CO2	Understanding the scope of the international marketing task to see how the concepts influence international marketers.
			CO3	Understanding the entry level strategies and different modes to enter the international market.
			CO4	Understand the major product decisions, product features and quality and other services.
			CO5	Learn how new product development is done in international market.

		CO6	Learn about the factors that affects the international price determination and understand policies and process.
		CO7	Know the international distribution channels and their roles.
		CO8	Study the communication across the countries and the issues involved and market ethics.