

SHRI GURU RAM RAI UNIVERSITY



**School of Management &
Commerce Studies**

**PO,CO,PSO
AND
PEO BOOKLET**

Shri Guru Ram Rai University



School of MANAGEMENT AND COMMERCE STUDIES





SHRI GURU RAM RAI UNIVERSITY

(Estd. by Govt. of Uttarakhand, vide Shri Guru Ram Rai University Act no. 03 of 2017)

PATEL NAGAR, DEHRADUN-248001, UTTARAKHAND

SCHOOL OF MANAGEMENT AND COMMERCE STUDIES

Bachelor of Commerce (Gen.)

Program Outcome:PO

	<i>Program Outcome</i>
PO 1	To develop the required knowledge, skills and attitudes for handling of trade, commerce and Industry
PO 2	Identify, formulate and analyse various aspects of Accounting, Marketing Management and Business Law.
PO 3	Development of students in the field of finance and commerce
PO 4	Analyze and synthesize the interpersonal, communication and IT skills
PO5	To develop Capability of the students to make decisions professionally with the help of modern tools.
PO 6	To acquaint students with social and environmental responsibilities
PO 7	Develop the skills of students to equip themselves as successful entrepreneurs with special focus on environment sustainability and CSR
PO8	Issues of the business and develop moral values & professional code of ethics
PO9	Decision making and problem solving at individual as well as at team level
PO 10	Development of understanding and communicating of accounting and taxation information and acquire skills of maintaining accounts
PO11	Develop necessary professional knowledge and skills in finance and taxation
PO12	To involve and analyse in socially relevant business issues to solve complex problems for the future.

Program Specific Outcomes: PSO

	<i>Program Specific Outcome</i>
PSO 1	Acquiring Conceptual Clarity of Various Functions and Ability to analyze Various Functional Issues
PSO 2	Prepare Books of accounts and financial statements of business using accounting principles, concepts conventions
PSO 3	Implement traditional and modern strategies and practices of costing, banking, statistics, economics, marketing, management, auditing and taxation, IT tools and communication skills

Course Outcomes:

After completion of the course student will be able to:

Course Code	Course Name	Course outcome
BGES-001	Environmental Science	<p>CO1 To learn about the different aspects of the environment, its multidisciplinary nature</p> <p>CO2 To learn about the various natural resources and the associated problems and to gain the knowledge of how natural resources relate today to the economy and environment.</p> <p>CO3 To aware about the problem of environmental pollution and about the various methods and processes by which pollution can be controlled</p> <p>CO4 To analyse various policies and practices for environment protection</p> <p>CO5 To understand the ethical, cultural and historical context of environmental issues and to understand the link between human and natural system</p> <p>CO6 To create the public awareness about environmental issues and their solutions</p>
BGFA-002	Financial Accounting	<p>CO1 To make students familiar with the basic accounting concepts, principles and standards for developing required accounting skills.</p> <p>CO2 To make students familiar with the steps of accounting process with their practical accounting treatments as per the applicable laws and standards</p> <p>CO3 To make students familiar with the accounting provisions and treatments of depreciation as per the applicable laws and standards.</p> <p>CO4 To analyze the accounting provisions and treatments of Inventory valuation as per the applicable laws and standards.</p> <p>CO5 To evaluate the tools of financial statements analysis and their role in decision making</p> <p>CO6 To Examine the financial accounts to create a long-term plan for a business concern's finances</p>
BGBM-003	Business Organisation and Management	<p>CO1 To Understand the foundations of Indian Business</p> <p>CO2 To learn & understand the concept of various forms of business organizations</p> <p>CO3 To apply the concepts of management and its various functions and various forms of business</p>

		<p>organizations</p> <p>CO4 To analyze the concept of leadership, motivation and control function of management</p> <p>CO5 To evaluate various functional areas of management</p> <p>CO6 To formulate strategies to handle and manage a Business Organisation efficiently</p>
BGEL-004	English	<p>CO1 To acquire knowledge about origination and formation of words will be able to adopt the right pronunciation</p> <p>CO2 To learn how to utilize the words in the proper structure with a sense of understanding.</p> <p>CO3 To apply the different action words and Distinguish between verb tenses how to be narrate or present anything appropriately</p> <p>CO4 To analyse the use of right words for right situation and for vivid purpose</p> <p>CO5 To understand the control of vocabulary to use for their own expression</p> <p>CO6 To develop English language skills for effective communication</p>
BGES-005	English Communication	<p>CO1 To understand knowledge, skills, and judgment around human communication that facilitate their ability to work collaboratively with others.</p> <p>CO2 To understand the frequently-used vocabulary and academic vocabulary and will be able to achieve</p> <p>CO3 To Apply grammar, vocabulary, pronunciation, and writing</p> <p>CO4 To analyze and prepare materials that motivate readers to take action.</p> <p>CO5 To evaluate the values, interests, strengths and skills. Articulate their transferable, liberal arts, graduate school and work-related skills. Identify and research a wide variety of career fields and opportunities</p> <p>CO6 To understand the variety of expressions verbally and non verbally by being exposed to public in different situations</p>
BGBL-006	Business Law	<p>CO1 To make them understand the concept of the very basic law of Business and its applications</p> <p>CO2 To give them the knowledge of special contracts</p> <p>CO3 To make them learn about the legal applications in the buyer and a seller agreement</p> <p>CO4 To analyse and give the knowledge of one of the form of Business</p> <p>CO5 To evaluate different negotiable instruments used in business and their legal implications</p> <p>CO6 To develop skills/ability to manage and understand the legal matters of the Business</p>

BGBS-007	Business Statistics	<p>CO1 To understand the basics of statistics and uses of data primary and secondary</p> <p>CO2 To learn about the location of data and graphical representation of data.</p> <p>CO3 To understand different averages, uses of variations</p> <p>CO4 Develop and apply specific analytical skills for sound management decision making by using Regression trend analysis and correlation techniques.</p> <p>CO5 Develop and apply specific analytical skills for sound decision making in the field of accounts by using time series trend analysis and index number.</p> <p>CO6 To formulate the strategy to use statistical techniques to address a practical business issue</p>
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BGHL-008	Hindi/Modern Indian Language	<p>CO1 भाषा और व्याकरण के अन्तः सम्बन्ध का ज्ञान तथा ध्वनि, वर्ण एवं मात्राओं का ज्ञान प्राप्त होता है।</p> <p>CO2 स्रोत के आधार पर शब्दों के भेद—तत्सम, तद्भव देशज एवं विदेशी शब्दों का ज्ञान प्राप्त होता है।</p> <p>CO3 लिंग, वचन, कारक संधि तथा समास का ज्ञान, अपठित गद्यांश, मुहावरे एवं लोकोक्तियाँ का अर्थ तथा प्रयोग का ज्ञान प्राप्त होता है।</p> <p>CO4 वाक्य के अंग, भेद, वाक्य अशुद्धियाँ एवं विराम चिह्न इत्यादि के नियम का ज्ञान विद्यार्थियों को प्राप्त होता है।</p> <p>CO5 विद्यार्थियों को संचार कौशल के लिए सक्षम बनाना तथा विद्यार्थियों की भाषा को सुसमृद्ध बनाना</p> <p>CO6 विद्यार्थियों को पाठ्यक्रम के माध्यम से हिंदी भाषा के उचित प्रयोग व नवीन रचना के लिए प्रेरित करना।</p>
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BGCL-009	Company Law	<p>CO1 To Learn the fundamentals of the Companies Act of 2013's provisions on the different types of companies, memorandums of association, articles of association, and company administration.</p> <p>CO2 To understand the basic legal documents and their usage essential for operations and management of company</p> <p>CO3 To Learn about the legal requirements for keeping accounting records and the Auditor's and Auditors Report</p> <p>CO4 To analyze the students with framework of dividend distribution and role of auditors in a company</p> <p>CO5 Learn about the idea of company winding up, the different types of company winding up, and the laws governing insider trading and whistleblowing..</p> <p>CO6 To develop ability to manage and understand the legal matters of a company and to prepare auditing report</p>
BGIT-010	Income Tax Law and Practice	<p>CO1 Define the Indian Taxation system, basic concepts, rules of determination of residential status, exempted income and non-taxable income.</p> <p>CO2 Understand the rules of computing taxable income from the heads salary and house property</p> <p>CO3 Apply the rules of computing taxable income from the heads business/profession, capital gain and other sources</p> <p>CO4 To analyse rules of computing total taxable income and tax liability of an assessee with the various benefits/deductions allowed as per the Income tax act.</p> <p>CO5 To know the process of filing online and offline income tax returns.</p> <p>CO6 To develop the ability to understand income tax laws and skills to prepare tax returns, filling of returns, reports etc.</p>

BGLT-011	Hindi language	<p>CO1 हिन्दी गद्य साहित्य का उद्भव और विकास के बारे में विद्यार्थियों को ज्ञान एवं हिन्दी गद्य की विविध विधाओं का परिचय प्राप्त होता है।</p> <p>CO2 प्रेमचंद जी की मंत्र कहानी से विद्यार्थियों के नैतिक मूल्यों का विकास होता है, जैसे सेवाभाव, ईमानदारी इत्यादि।</p> <p>CO3 हिन्दी साहित्य का आदिकाल एवं मध्य काल की समयावधि तथा उस काल के लेखक तथा कवियों का ज्ञान प्राप्त होता है।</p> <p>CO4 भक्तिकालीन कवि कबीरदास जी, रीतिकालीन कवि मतिरामजी के जीवन मूल्यों का ज्ञान प्राप्त होता है।</p> <p>CO5 श्रीधर पाठक जी की सांध्य अरन कविता से प्रकृति सौंदर्य का अद्भुत आँखों देखा वर्णन विद्यार्थियों को प्राप्त होता है।</p> <p>CO6 विद्यार्थियों को पाठ्यक्रम के माध्यम से जीवन के नैतिक मूल्यों को समझने में व जीवन में उतारने में मदद मिलती है सांस्कृतिक मूल्यों का भी विकास होता है २</p>
BGCB-012	Computer application in Business	<p>CO1 To Explain the basic concepts of computer system</p> <p>CO2 To understand the basics of Ms word (Editing text, find and Replace, Autocorrect, Header and Footer, Table creation , Mail Merge).</p> <p>CO3 Acquire Practical knowledge of Ms Power Point(slides, Animation and Table etc)</p> <p>CO4 To understand the basics of Ms Excel (Managing worksheets; Formatting, Entering data, Editing, and Printing a worksheet; Handling operators in formula etc)..</p> <p>CO5 To determining the best information technology systems and applications to use in order to solve common business problems.</p> <p>CO6 To create a business model that makes good use of technology</p>

BGBC-013	Business Communication	<p>CO1 Develop knowledge, skills, and judgment around human communication that facilitate their ability to work collaboratively.</p> <p>CO2 To prepare materials that motivates readers to take action. Structure documents and transmit clear messages. Write in a concise style that makes desired impact</p> <p>CO3 Learn the types and the purpose of different sections of a report, also how to appropriate style it for an academic or scientific evaluation</p> <p>CO4 To analyse the words and how to use them diligently and appropriately making them sound fluent</p> <p>CO5 To explain the role of information technology for enabling business communication and documentation</p> <p>CO6 To concisely and clearly write effective business correspondence.</p>
BGCA-014	Corporate Accounting	<p>CO1 Develop the basic understanding of issue of shares and debentures by a public company and the accounting procedures required.</p> <p>CO2 Learning how the final accounts of a corporate entity are maintained.</p> <p>CO3 Apply the legal and accounting framework for amalgamation of companies and the changes brought due to that in the capital structure of the company.</p> <p>CO4 Analyse the concept of holding and subsidiary companies and the relevant accounting provisions for the same</p> <p>CO5 Evaluate the differences between banking and non-banking companies and learning the accounting standards to be followed by a banking company.</p> <p>CO6 To create the financial statements of company within the frame work of Ind AS</p>
BGCT-015	Cost Accounting	<p>CO1 To understand the cost concepts, cost behaviours, and cost accounting techniques that are applied to manufacturing and service businesses</p> <p>CO2 To understand how to improve the operations of organizations through the application of different elements of cost.</p> <p>CO3 Apply different elements of cost: Overheads.</p> <p>CO4 To analyse different methods of costing, under Job and Contract costing.</p> <p>CO5 To apply the concepts of Marginal Costing</p> <p>CO6 To develop decision making skills to manage and control cost</p>

BGEM-016	E-Commerce	<p>CO1 To understand the concepts of E-Commerce, SCM and CRM</p> <p>CO2 To learn about online business designing, developing and deploying the system.</p> <p>CO3 To understand the concepts of IT Infrastructure, Middleware.</p> <p>CO4 To analyse the concepts of EPS, Debit and credit card.</p> <p>CO5 To evaluate Threats E-Commerce, Security of Clients and Service-Provider; Cyber Law.</p> <p>CO6 To develop the skills to use retailing in E-commerce by using the effectiveness of market research</p>
BGHR-017(a)	Human Resource Management	<p>CO1 Define the overview of the subject and its evolution</p> <p>CO2 To understand the function of HR</p> <p>CO3 Learn about the importance of Training and development in HR</p> <p>CO 4 To analyse how performance appraisal process takes place in an organisation</p> <p>CO5 To evaluate the welfare measures performed by the organisation for the employees</p> <p>CO6 To develop skills to manage human resource of a business</p>
BGMM-017(b)	Principles of Marketing	<p>CO1 To understand the concept of marketing</p> <p>CO2 To understand the concept of marketing mix and product mix</p> <p>CO3 To examine the concept of product and its classification</p> <p>CO4 To analyse pricing strategies and distribution channels</p> <p>CO5: To evaluate promotion and recent developments in marketing</p> <p>CO6 To develop problem solving capabilities and create ethical ,value based system.</p>
BGFM-017(c)	Fundamentals of Financial Management	<p>CO1 To understand the fundamentals of financial management for businesses, in particular the time value of money and the risk-return framework.</p> <p>CO2 To understand various techniques of Capital Budgeting</p> <p>CO3 To understand various methods of calculating cost of capital and analyse various theories of capital structure</p> <p>CO4 To analyse various theories of Dividend policy</p> <p>CO5 To understand the concept of working capital management</p>

		CO6 To Create the best capital structure for a hypothetical business
BGIR-018(a)	Industrial Relations and Labour Laws	CO1 To understand the fundamental concepts and nature of Industrial Relations. CO2 To understand the role that the Trade Unions play in the growth and development of Industrial Relations. CO3 To understand industrial disputes and ways to resolve them CO4 To evaluate the various acts and the provisions that are developed for the betterment of the labor conditions and the industrial relations. CO5 To describing the various welfare policies and the relevant legislation that supports them CO6 To create the company's effective labour relations policy
BGCB-018(b)	Consumer behaviour	CO1 To understand consumer behaviour in an informed and systematic way CO2 To understand the various models of consumer behaviour. CO3 To enable students in designing and evaluating the consumer motivation and personality. CO4 To give the students a perspective to understand the application of Consumer Perception, Learning and Attitude. CO5 To analyse personal, socio-cultural, and environmental dimensions that influence consumer decisions making. CO6 To Create the positioning strategy based on the traits and actions of the consumer
BGPA-018(c)	Computer Accounting System	CO1 Understand the Computerized Accounting System CO2 Learn software usage for Taxation and Auditing CO3 Develop skills to use DBMS Package and SQL to prepare ledgers, trial balance, Form and Report CO4 To analyse the Design supplier and customers system using Form, Query, Module and Report CO5 evaluate designing payroll system CO6 To design supplier and customer system for accounting using various forms, module and reports

BGME-019	Micro Economics	CO1 Understand the demand -Supply paradigm and its applications CO2 Understand the customer utility theory and its associated workings in practical life CO3 Explain the production theory of firm CO4 Analyse different types of consumer market types and their applicability CO5 Understand income distribution and factor pricing. CO6 Understand the broader social consequences of economic decisions making
BGEP-019:	Entrepreneurship	CO1 To understand the nature of entrepreneurship and have the ability to discern entrepreneurial traits and various dimensions of entrepreneur. CO2. To understand the concept of MSME and Familiarize with the working of the family business and dispute resolution in a family business C03 Develop the skills among students to raise the fund for the business from different sources for a startup venture CO4 To analyse the process to select and screen a business idea and writing of a business plan for establishing and managing new business CO5 To evaluate the knowledge about the preliminary contracts of the business with various parties and managing of contract in business CO6 To create a business plan for an imaginary company
BGIP-021(a):	Industrial Psychology	CO1 To Understand the basics and origin of psychology. CO2 To Understand the role of occupational psychology in various aspects of industry. CO3 To Learn the application of engineering psychology. CO4 To analyse different factors contributing to industrial efficiency. CO5 To evaluate the contemporary issues in industrial psychology. CO6 To create a master plan for the company's effective psychological management of its workers

BGSM-021(b)	Service Marketing	<p>CO1 To understand the Nature and Growth in Service Sector.</p> <p>CO2 To Demonstrate a knowledge of the extended marketing strategy for services based marketing activities</p> <p>CO3 To enable students in designing and evaluating the Customer Satisfaction and Relationship Marketing in Service.</p> <p>CO4 To analyse knowledge of Services Pricing-Objectives & Approaches.</p> <p>CO5 To evaluate future changes in the Services Industry.</p> <p>CO6 Critically evaluate the gap model and suggest innovative ideas to meet customer expectations</p>
BGBI-021(c):	Banking and Insurance	<p>CO1 Highlighting the Evolution/ Current Banking scenario and Insurance sector in India and its implication on Business Growth and development</p> <p>CO2 Understand the various types of and rules of Crossing and Endorsement.</p> <p>CO3 To determine the relevance of bank lending policies and procedures.</p> <p>CO4 To analyse the procedure of Internet Banking</p> <p>CO5 To Evaluate the various types of Insurance that can arise in practice and learn their benefits to the individual and society at large.</p> <p>CO6 To create insightful knowledge about banking and insurance</p>
BGOS-022(a)	Office Management and Secretarial Practice	<p>CO1 To understand the concept of office and its management; the role of the office manager in the office and the different ways of record management.</p> <p>CO2 To understand the importance of the communication in an office in both traditional and modern ways.</p> <p>CO3 Apply the ways in which office budgeting is done, the role office equipment and the importance of auditing.</p> <p>CO4 To analyze the ways in which the banking system and office works with each other.</p> <p>CO5 To evaluate the role of an Office secretary in the proper working of the organization.</p> <p>CO6 To design forms and learn the procedure to maintain records</p>

BGRM-022(b)	Rural Marketing	CO1 To develop understanding of concept and issues in rural markets. CO2 To Enable to understand the structure and importance of segmenting, targeting & positioning in rural markets. CO3 To Study and understand the importance of communication mix in rural marketing CO4 To analyse the significance of innovation in rural markets and Intervention of IT in Rural Markets. CO5 To Sensitize students to understand problems in marketing of agricultural inputs in rural India. CO6 To create understand opportunities and emerging challenges in the upcoming rural markets
BGIM-22(c)	Fundamentals of Investment	CO1 To understand the concept of Investment decision CO2 To understand various fixed income securities CO3 To examine approaches to equity analysis. CO4 To analyse the portfolio and understand the concept of financial derivatives CO5 To evaluate the role of SEBI in stock market. CO6 To have an understanding of, and be able to apply, fundamental investment analysis techniques
BGIE-023	Indian Economy	CO1 To understand the concept and basic issues of Indian Economy CO2 To understand the Indian economic policies, Monetary and Fiscal policies CO3 To examine the decision making ability in various business situations knowing Growth, Development and structural changes CO4 To analyse sectoral trends and issues CO5 To evaluate the concept of inflation, unemployment and labour market CO6 To formulate strategies for business considering the economic structure and problems of India
BGSV-024	Seminar and Comprehensive Viva Voce	CO1 Enables the students to create Presentations CO2 Demonstrate the presentation skills CO3 Apply various tools to make presentation



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(Estd. by Govt. of Uttarakhand, vide Shri Guru Ram Rai University Act no. 03 of 2017)

**PATEL NAGAR, DEHRADUN-248001, UTTARAKHAND
SCHOOL OF MANAGEMENT AND COMMERCE STUDIES**

Bachelor of Commerce(Hons.)

Program Outcome:PO

	<i>Program Outcome</i>
PO 1	Deep Understanding and Knowledge of Accounting, Commerce, Trade, Business management and its applications.
PO2	Prepare analyze and formulate financial statements of business using accounting principles, concepts, conventions and provisions
PO3	To design and develop the interpersonal and organizational leadership skills.
PO4	Investigation of problems using research based knowledge for developing business plans.
PO5	Ability to have conceptual knowledge of Business management accounting and acquire skills of maintaining accounts using modern tools and techniques
PO6	Develop general business functions while keeping in mind societal, health, safety, legal and cultural issues impacting organizations.
PO7	Develop necessary professional knowledge and skills in finance, Business and taxation for sustainable development.
PO8	Apply ethical principles and ensure the maintenance of professional ethics and responsibilities.
PO9	Ability to work in groups, exhibit skills like Empathy. EQ, Leadership, Managerial, and interpersonal skills.
PO10	Enhance and communicate practical knowledge to prepare various accounts as per the requirements of today's and future business
PO11	Develop skills and attitudes needed for critical thinking and adopting a comprehensive problem-solving approach. They shall be exposed to the pedagogy that helps them understand real life situations.
PO12	The students will acquire practical skills to work as tax consultant, audit assistant and other financial supporting services. The course will also prepare them for competitive exams like CA, CS, ICWA.

Program Specific Outcomes: PSO

	<i>Program Specific Outcome</i>
<i>PSO 1</i>	Acquiring Conceptual Clarity of Various Functions and Ability to analyze Various Functional Issues related to social, financial and economical background
<i>PSO 2</i>	Ability to learn and implement Strategies for Business
<i>PSO 3</i>	Understand and develop new dimensions of knowledge through open electives to cater the need of the industry.

Course Outcomes:

After completion of the course student will be able to:

Course Code	Course Name	Course outcome
MPIA-101	Management Practices and Its Application	<p>CO1 Define how the concept of management evolve with the help of the various theories.</p> <p>CO2 To understand how the organization commences it's functioning with various management concept</p> <p>CO3 To make sure that the students are aware that what is directing and what roles does a manager has to fulfill so that the organization gets the desired results.</p> <p>CO4 To evaluate how coordination is an important essence that is holding together the functioning of an organization.</p> <p>CO5 To analyse the concept of controlling and what are the different steps that the organization needs to take when the result does not match the plan.</p> <p>CO6 To illustrate the planning and controlling techniques of today's challenging business environment</p>

FAAC-102	Financial Accounting	<p>CO1 To make students familiar with the basic accounting concepts, principles and standards for developing required accounting skills.</p> <p>CO2 To make students familiar with the steps of accounting process with their practical accounting treatments as per the applicable laws and standards</p> <p>CO3 To make students familiar with Journal, ledger, trail balance and Subsidiary books</p> <p>CO4 To analyse the accounting provisions and treatments of depreciation as per the applicable laws and standards.</p> <p>CO5 To evaluate and preparation of final accounts and understanding of Hire Purchase and Installment payment system</p> <p>CO6 To create and develop different business transactions of today's business arena</p>
MIEC-103	Micro Economics	<p>CO1 To understand the concept of demand and supply, production and its relationship to the business operations.</p> <p>CO2 To understand the concept of consumer utility and consumer preferences</p> <p>CO3 To understand the nature of production, production variables and profit maximization and cost maximization and its impact on Business operations</p> <p>CO4 To analyse the firms under different market conditions and to integrate the concept of price and output decision of firms under various market structures</p> <p>CO5 To understand different costs of production and how they affect short and long run decisions.</p> <p>CO6 To create a production cost plan for a hypothetical business</p>
CMSK-104	Communication Skills	<p>CO1 Define knowledge, <i>skills</i>, and judgment around human <i>communication</i> that facilitate their ability to work</p> <p>CO2 Develop knowledge, skills, and judgment around human communication.</p> <p>CO3 Students will recognize and learn the sub-skills of listening and speaking and be able to deliver effectively in the real time contexts.</p> <p>CO4 To analyse and construct effective paragraphs which benefit in a longer composition.</p> <p>CO5 To evaluate knowledge, attitudes, and skills of digital age work and learning.</p>

		CO6 To develop the latest tools of communication in an organizational setting.
COAC-201	Corporate Accounting	CO1 Understanding of issue of shares and debentures by a public company and the accounting CO2 Learning how the final accounts of a corporate entity are maintained CO3 Learning the basics of valuation of goodwill and shares. CO4 To analyse the legal and accounting framework for amalgamation of companies and the changes brought due to that in the capital structure of the company. CO5 To evaluate the concept of holding and subsidiary companies and the relevant accounting provisions for the same CO6 To prepare final accounts of companies as per revised schedule III .
BSLA-202	Business Law	CO1 To understand the legality behind making of contract CO2 To have an understanding of the concept and prevailing laws of contract of “sale and agreement”. CO3 To understand legality behind of negotiable instruments of promissory notes, bill of exchange and cheque. CO4 To analyse the rights, liabilities and types of a partner. incorporation and dissolution of partnership firm. CO5 To evaluate the legality and rights of consumers CO6 To develop skills/ability to manage and understand the legal matters of the Business

BSFA-203	Business Finance	<p>CO1 To have an understanding of nature, objectives and scope of finance and its functions</p> <p>CO2 To Make familiar with the meaning and significance of the cost of capital, methods of calculating cost of capital</p> <p>CO3 Determining capital structure in practice, knowledge of capital structure theories.</p> <p>CO4 To analyse various Dividend policies and theories</p> <p>CO5 To evaluate working capital requirement and its management</p> <p>CO6 To formulate strategies to raise long term and short term finance.</p>
POME-204	Principles of Macro Economics	<p>CO1 Explain the concept of Macro Economics and its interrelation with Micro Economics</p> <p>CO2 Apply the principles of Macro Economics in explaining the behaviour of macro economic variables at micro as well as macro level.</p> <p>CO3 Associate current economic phenomenon with the existing theory and put their views on contemporary economic issues</p> <p>CO4 Extend the concepts of macro economics in unfolding the dynamics of different sectors</p> <p>CO5 identify key institutional factors that contribute to economic growth</p> <p>CO6 To develop macroeconomic variables at the national and international levels using macroeconomic theory</p>
ENST-205	Environmental Studies	<p>CO1 To demonstrate a general understanding of multidisciplinary nature of environmental science</p> <p>CO2 To create awareness among people about protection of wildlife and other natural resources</p> <p>CO3 To gain the knowledge about the different control technologies and awareness programs regarding environment protection</p> <p>CO4 To identify, formulate and solve environmental problems by utilizing the concept of environmental</p> <p>CO5 To analyse, synthesize and evaluate a range of field data from different locations</p> <p>Co6 To select an area nearby for study and conserve its ecosystem</p>

BSOZ-206	Business Organisation	<p>CO1 To remember and understand the role of industry trade and commerce in an economy , to have a brief idea about recent trends in today's business world</p> <p>CO2 To learn about the various forms of business organizations</p> <p>CO3 To understand the concepts of mergers and acquisitions</p> <p>CO4 To analyze and learn the process of setting up a new enterprise with a brief on SEZ policy</p> <p>CO5 To evaluate the role of retailer, wholesalers, malls and supermarkets. To have an understanding on business allied services like finance, transport, insurance etc.</p> <p>CO6: To illustrate and develop the business professionalism by learning , practising and adapting new business cultures</p>
DTLP-301	Direct Tax Law and Practice	<p>CO1 To make the students familiarize with the Indian Taxation system, basic concepts, rules of determination of residential status, exempted income, non-taxable income and taxable income from salary</p> <p>CO2 To make the students familiarize with the rules of computing taxable income from the heads house property and business.</p> <p>CO3 To make the students familiarize with the rules of computing taxable income from the heads capital gains and other sources with the provisions of clubbing, set-off and carry forward of income/losses</p> <p>CO4 To analyse the rules of various benefits/deductions allowed as per the Income tax act</p> <p>CO5 To evaluate the principles of tax appraisal for different assessee as Individual, HUF, Firm and Company</p> <p>CO6 To develop the skills to understand income tax laws and skills to prepare reports.</p>

COLA-302	Company Law	<p>CO1 To understand the meaning , types and process of incorporation of a company</p> <p>CO2 To acquire knowledge about the formation of MOA and AOA and its importance with regard to incorporation. Importance of Prospectus and its types.</p> <p>CO3 To understand the ways to raise capital in primary market by public and private company</p> <p>CO4 To analyse the company's management. role , duties, powers , rights and liabilities of a directors in a company</p> <p>CO5 To understand the kinds of company's meeting and drafting of minutes of meeting . various modes of winding up of a company.</p> <p>CO6 To illustrate and solve the various case studies based on companies act 2013</p>
HRMT-303	Human Resource Management	<p>CO1 To understanding of theoretical concepts and framework required for effective Human Resource Management</p> <p>CO2 The students will be able to understand how the HR planning, recruitment and selection process is done.</p> <p>CO3 To explain various training and development programs organized by the organization</p> <p>CO4 To analyse various techniques of performance appraisal and job evaluation</p> <p>CO5 To describe about employee health and safety, grievance handling and industrial dispute.</p> <p>CO6 To describe about employee health and safety, grievance handling and industrial dispute settlement machinery.</p>
BSTA-304	Business Statistics	<p>CO1 Explain key terminology, concepts, tools and techniques along its graphical presentation in business statistical presentation</p> <p>CO2 Explain and develop the ability to interpret the numerical information to form the decision in Business.</p> <p>CO3 Integrate the concept and discuss the uses and limitations of statistical analysis and underlying assumptions of analysis of tools</p> <p>CO4 To have basic understanding of sample selection, sampling design and sampling techniques</p> <p>CO5 Develop and apply specific analytical skills for</p>

		<p>sound decision making by using various statistical tools</p> <p>CO6 To develop the strategy to use statistical techniques to address a practical business issue</p>
COAF-304	Consumer Affairs and Customer Care	<p>CO1 To familiarize the students with the conceptual framework of their rights as a consumer.</p> <p>CO2 To give the students a perspective to understand the application of consumer protection law</p> <p>CO3 To enable students in understanding Grievance Redress Mechanism under the Consumer Protection Act.</p> <p>CO4 To analyse the Industry Regulators and Consumer Complaint Redress Mechanism</p> <p>CO5 To enable students in understanding the application of consumer protection law in INDIA</p> <p>CO6 To illustrate the rules and regulations used for consumer protection through case studies methods</p>
ECOM-305	E-Commerce	<p>CO1 To understand the concepts of E-Commerce</p> <p>CO2 To learn about online business designing, developing and deploying the system.</p> <p>CO3 To understand the concepts of IT Infrastructure, Middleware.</p> <p>CO4 To analyse the concepts of EPS, Debit and credit card.</p> <p>CO5 To understand Threats E-Commerce, Security of Clients and Service-Provider; Cyber Law.</p> <p>CO6 To design and create a new business on webpage through a gateway</p>

COAC-401	Corporate Accounting	<p>CO1 To have knowledge of the cost concepts, cost behaviours, and cost accounting techniques that are applied to manufacturing and service businesses.</p> <p>CO2 To suggest and improve the operations of organizations through the application of Cost and Management accounting techniques.</p> <p>CO3 To evaluate different methods of costing, under Job and Contract costing</p> <p>CO4 To analyse the standard costing system and analysis of variance for reducing cost of the product</p> <p>CO5 To understand the concept of Activity based costing(ABC)</p> <p>CO6 To illustrate the methods of cost ascertainment and cost controlling techniques through case study method.</p>
CAIB-402	Computer Applications in Business	<p>CO1 Develop fundamental or computer literacy curriculum that prepare the students for lifelong learning</p> <p>CO2 To determining the best information technology systems and applications to use in order to solve common business problems.</p> <p>CO3 To understand the basic of MS Word, MS Excel and MS Power point.</p> <p>CO4 To analyse the concepts of Data, Information , Data Mining and Warehousing</p> <p>CO5 To analyse common business problems using appropriate information technology applications and systems</p> <p>CO6 To adapt and practise the use of internet browsers</p>
BSMA-403	Business Mathematics	<p>CO1 Explain the concept of simple interest, compound interest and annuity.</p> <p>CO2 To demonstrate mastery of mathematical concepts that are fundamental in business mathematics</p> <p>CO3 To apply and use of equations, formulas, and mathematical expressions.</p> <p>CO4 To analyse the principles of compound interest to solve problems relevant in financial applications, such as annuities, compound interest depreciation of assets in investment decisions</p> <p>CO5 To Apply the knowledge in mathematics in solving business problems</p> <p>CO6 To formulate a simplified description of an appropriate real-world problem in the form of</p>

		a linear programming model.
BRMP-404	Business Research Methods	<p>CO1 To provide students necessary skills, variables understanding and knowledge of Business research and its role in Business</p> <p>CO2 To have an understanding of research process, research design and study methods.</p> <p>CO3 To have basic knowledge on quantitative and qualitative research measurement techniques, data collection and sampling process</p> <p>CO4 To analyze awareness on hypothesis testing and data analysis techniques</p> <p>CO5 To evaluate the independent thinking in report writing</p> <p>CO6 To make student prepare a project report on an organization as a part of their curriculum</p>
ETDP-405	Entrepreneurship Development	<p>CO1 To understand the nature of entrepreneurship and factors affecting it.</p> <p>CO2 To understand the concept of MSME and Familiarize with the working of the family business and dispute resolution in a family business</p> <p>CO3 To have an insight into how to start up with the business.</p> <p>CO4 To analyse the process to select and screen a business idea and writing of a business plan for establishing and managing new business</p> <p>CO5 To have a deep learning of women and rural entrepreneurship.</p> <p>CO6 To create a business plan for an imaginary company</p>

POMA-501	Principles of Marketing and its Application	<p>CO1 To understand the concepts of marketing and selling</p> <p>CO2 To demonstrate the concept of marketing mix and product mix.</p> <p>CO3 To Develop learning and development strategies and plans to enhance pricing and promotion in marketing</p> <p>CO4 To analyse the concept of distribution and retailing in marketing management.</p> <p>CO5 To validate the students with nature, scope and concept of rural marketing as well as recent development in marketing.</p> <p>CO6 To develop marketing strategies based on product, price, place and promotion objectives</p>
FAMA-502	Financial Management	<p>CO1 To understand the concept of financial management and time value of money</p> <p>CO2 To analyse various techniques of Capital Budgeting</p> <p>CO3 To understand various methods of calculating cost of capital and analyse various theories of capital structure</p> <p>CO4 To analyse various theories of Dividend policy</p> <p>CO5 To evaluate the concept of working capital management</p> <p>CO6 To formulate strategies for creating long term and short term finance</p>
CTAX-503	Corporate Tax Planning	<p>CO1 Define Indian Taxation system, basic ideas, definitions and terms connected with direct and indirect Taxes</p> <p>CO2 To understand the corporate assessment structure of India and empower them to decide the residential status of a company, rate of assessment and tax obligation of a company</p> <p>CO3 Determine the various parts of assessment arranging of a company and empower them to take tax planning decisions according to the prerequisites of a company.</p> <p>CO4 Analyze the special types of tax assessment and empower them to take decisions of tax planning according to the specific prerequisites of an organization</p> <p>CO5 To Evaluate the various aspects of business restructuring of a company and empower them to take decisions of tax planning as per the nature of restructuring of a company.</p> <p>CO6 To develop skills and abilities to file return of corporate taxes</p>

IECO-504	Indian Economy	<p>CO1 Understand the basic features of Indian economy</p> <p>CO2 Learn various policy regimes with their advantages and limitations</p> <p>CO3 Explain difference between growth and development and their linkages</p> <p>CO4 Analyze the trends in various sectors of Indian economy</p> <p>CO5 Understand the trade off between Inflation and unemployment</p> <p>CO6 To formulate the strategies to deal with economic problems of India at macro level</p>
PROJ-505	Project	<p>CO1 To understand the community needs, problems and social responsibility</p> <p>CO2 To develop competence in documentation and report writing</p> <p>CO3 Identify Methods of Data collection and pilot study</p> <p>CO4 To implement as per the requirement of the industry</p> <p>CO5 To apply the knowledge as per the requirement of the industry</p> <p>CO6 To draft of report</p>
ACOG-601	Auditing and Corporate Governance	<p>CO1 To make the students familiarize with the basic auditing concepts, techniques, principles and audit procedure.</p> <p>CO2 To make the students familiarize with the legal aspects of auditor's qualifications/disqualifications, appointment/removal, rights and duties with various aspects of audit reports</p> <p>CO3 To make the students familiarize with the special areas of audit, their features, standards and recent practices of auditing.</p> <p>CO4 To analyze the special legal provisions related to the CSR practices, legal provisions and reforms of a Company.</p> <p>CO5 To understand various aspects of business ethics, approaches and practices.</p> <p>CO6 To plan and design the auditing and governance reports of the company</p>

GSTX-602	Goods and Service Tax	<p>CO1 Understand and acquire in depth knowledge about various concepts related to Goods and services tax</p> <p>CO2 Explain the importance of (GST) in the Indian and global economy and its contribution to the economic development. And to explain the importance of Levy and collection of GST</p> <p>CO3 Outline the provisions concerned with payment of Tax, interest, IDS, TCS, Refund and return and find probable solutions to problems in an ethical manner.</p> <p>CO4 Analyze the tax file returns using technology and can also act as a tax consultant in the tax planning and tax management</p> <p>CO5 To learn the special provisions of GST.</p> <p>CO6 To apply their knowledge for creating the GST project.</p>
POIN-603	Principles of Investment	<p>CO1 Understand the investment environment and various investment alternatives and how to value those investments.</p> <p>CO2 Demonstrate various fixed income securities investment alternatives in the market and apply the methods of valuation of fixed income securities risk</p> <p>CO3 Apply various methods and approaches and models of evaluating Equity investments</p> <p>CO4 Analyze contemporary measures of financial performance and risk and create appropriate portfolios</p> <p>CO5 Assess the role of regulatory bodies in investor's protection and considerations in Investor grievances and their redressal system.</p> <p>CO6 To illustrate the methods of investing in Stock markets strategically</p>
FMIS-604	Financial Markets, Institutions and Services	<p>CO1 To Understand the concept and role of Indian financial system</p> <p>CO2 To have an understanding of financial markets</p> <p>CO3 To have an understanding of financial institutions in India</p> <p>CO4 To analyze various financial services</p> <p>CO5 To evaluate the concept of Leasing, hire purchase and credit rating agencies.</p> <p>CO6 To design methods for educating people about Financial institutions, markets and services</p>

ADPS-605	Advertising and Personal Selling	CO1 To understand the concepts of personal selling. CO2 To have an understanding of Sales Management, planning and control. CO3 To apply steps involved in selling process. CO4 To analyze the understanding of sales planning and control CO5 To evaluate the concept of sales force management. CO6 To design and draft an advertisement copy using their creative skills



SHRI GURU RAM RAI UNIVERSITY

(Estd. by Govt. of Uttarakhand, vide Shri Guru Ram Rai University Act no. 03 of 2017)

PATEL NAGAR, DEHRADUN-248001, UTTARAKHAND
SCHOOL OF MANAGEMENT AND COMMERCE STUDIES
Masters of Commerce

Program Outcome:PO

	<i>Program Outcome</i>
PO 1	Develop the required knowledge, skills and attitudes for handling of trade, banking and finance related discipline
PO 2	Analyse conventional as well as contemporary areas in the discipline of commerce, business and accounting
PO 3	Develop and enhance organizational and communication skills
PO 4	The course exposes students on investigation and analysis of complex problems through Viva and projects.
PO5	Ability to create business plans using modern tools
PO 6	Applying analysis based on topic expertise to a range of business-relevant socioeconomic, health, safety, legal, and cultural issues
PO7	Ensure sustainable development, it is important to comprehend and assess the numerous ethical issues in order to make the best choices in a variety of societal and environmental settings.
PO8	Assess the numerous ethical issues in order to make the best choices in a variety of societal and environmental settings
PO 9	Decision making and problem solving at individual as well as at team level
PO 10	Understand and communicate the role of regulatory bodies in corporate and financial sectors
PO11	Application of project management and financial principles to work as a team member and team leader in an organisation.
PO12	Provide lifelong learning in the field of Business, Commerce, Accounts and Economics

Program Specific Outcomes: PSO

	<i>Program Specific Outcome</i>
PSO 1	Develop skills and recent development in the subject area
PSO 2	Develop skills in application of research methodology
PSO 3	Inspire and boost interest of the students towards commerce as the main subject and understand global issues

Course Outcomes:

After completion of the course student will be able to:

Course Code	Course Name	Course outcome
MCBE 001	BUSINESS ENVIRONMENT	<p>CO1 To understand the nature, scope and models of the business and economy.</p> <p>CO2 To understand about the business environment and analysis of economic system.</p> <p>CO3 To understand global trading environment, liberalization, globalisation and privatization.</p> <p>CO4 To analyse environment protection acts.</p> <p>CO5 To understand economic groups and the Issues in foreign investments, and world bank</p> <p>CO6 To create a business plan finding an opportunity from any government policy</p>
MCME 002	MANAGERIAL ECONOMICS	<p>CO1 To Understand and remember the foundations of managerial economics To remember the concept and laws of demand and supply</p> <p>CO2 To learn & understand the production function and cost analysis</p> <p>CO3 To understand and learn the different market structures and price determination in different market structures</p> <p>CO4 To learn, understand and analyse the nature and phases of business cycles and its theories</p> <p>CO5 To understand the concept of business inflation and its types</p> <p>CO6 To design managerial policy using the theory of production and cost analysis</p>
MCCA 003	CORPORATE ACCOUNTING	<p>CO1 To make the students familiarize with the financing activities of a company with their accounting treatments</p> <p>CO2 To make the students familiarize with the valuation methodologies with accounting treatment used by a company for goodwill and shares.</p> <p>CO3 To make the students familiarize with the accounting treatment for consolidation of holding and subsidiary companies.</p> <p>CO4 To analyse the expansion and</p>

		<p>restructuring strategies with their accounting treatment</p> <p>CO5 To understand current scenario of reporting practices adopted by the corporate world.</p> <p>CO6 To prepare final accounts of companies as per revised schedule III</p>
MCMA 004	MANAGEMENT ACCOUNTING	<p>CO1 To understand the concept, management accounting and different cost concepts and its relationship with other branch of accounting and applicability in the business environment</p> <p>CO2 To understand the concept, applicability and uses of Ratios, Fund Flow and Cash Flow Statement.</p> <p>CO3 To understand the concept and difference of Variable and absorption costing and its preparation .</p> <p>CO4 To analyse difference of Budgeting and Standard Costing and their applicability in the cost control process in an organization</p> <p>CO5 To have and understanding the relevant and irrelevant information for decision making in a particular situation.</p> <p>CO6 To prepare a master budget and demonstrate the relationship between the components of an organisation using imaginary figures</p>
MCSM 005	STRATEGIC MANAGEMENT	<p>CO1 To understand strategic management theories and practices to solve business problems.</p> <p>CO2 Understanding of strategic planning analysis concepts and thinking abilities for data-based decision making.</p> <p>CO3 Ability to develop understanding of Strategic Options and Business strategies.</p> <p>CO4 To analyse and communicate corporate level strategies and expansion</p> <p>CO5 To analyse and communicate Strategy Implementation and Control techniques.</p> <p>CO6 To formulate a Business strategy using</p>

		different strategic management models and theories
MCCB 006	COMPUTER APPLICATIONS IN BUSINESS	CO1 To learn about the generations, System software and Application software. CO2 To understand the concepts of MS Word, MS Excel and Power Point. CO3 To understand the concepts of SPSS. CO4 To analyze and learn about the topology . CO5 To understand the concepts of www, E-Commerce and its types. CO6 To Create effective oral and written business communications utilizing modern communication technologies.
MCIB 007	INTERNATIONAL BUSINESS	CO1 To acquaint the students with nature, scope, structure and operations of international business. CO2 Integrate concept in international business and various theories of international trade. CO3 Apply the current business phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects. CO4 To understand the Challenges and opportunities of international business operations in India. CO5 Analyse the principle of international business and strategies adopted by firms to expand globally. CO6 To develop a market entry plan while taking into account the institutions and dynamics that control the process of globalisation
MCOB 008	ORGANISATIONAL BEHAVIOUR	CO1 To Understand the foundations of Organizational Behaviour CO2 To learn & understand individual

		<p>behaviour and psychological factors affecting individual behaviour</p> <p>CO3 To understand the concepts of leadership and personality</p> <p>CO4 To analyze the role of group dynamics and conceptualizing interpersonal behaviour and its applications in real life</p> <p>CO5 To understand and analyse the concepts of organizational culture, politics and have an understanding of change management.</p> <p>CO6 To develop a market entry plan while taking into account the institutions and dynamics that control the process of globalisation</p>
MCRM 009	RESEARCH METHODOLOGY	<p>CO1 To Understand , learn and remember the meaning ,objectives, types and applications of research</p> <p>CO2 To learn & understand the concept of Hypothesis and uses of various research designs</p> <p>CO3 To learn and remember the various sources of data collection and to learn and conceptualise the framework of a questionnaire</p> <p>CO4 To understand, learn and apply the various measurement methods for analysing the data</p> <p>CO5 To understand and learn the application of various advance techniques of data collection and its analysis.</p> <p>CO6 To develop a research proposal using various statistical tools and techniques</p>
MCIT 010	INCOME TAX LAW AND PRACTICE	<p>CO1 To understand the concept of Indian Taxation system</p> <p>CO2 To familiarize with the rules of computing taxable income from the heads salary and house property</p> <p>CO3 To familiarize with the rules of computing taxable income from the heads business/profession, capital gain and other sources</p> <p>CO4 To familiarize with the rules of computing total tax liability of an individual and a company</p> <p>CO5 To familiarize with the different strategies of tax planning and</p>

		<p>management.</p> <p>CO6 To develop skills and ability to file return and tax planning</p>
MCLA 011	LEGAL ASPECTS OF BUSINESS	<p>CO1 To Understand basic aspects of contracts for making the agreements, contracts and subsequently enter valid business propositions</p> <p>CO2 To Understanding of provisions of Companies Act concerning incorporation and regulation of business organizations</p> <p>CO3 To Develop basic understanding of Negotiable Instrument Act</p> <p>CO4 To Understanding of provisions of Competition Act</p> <p>CO5 To Explain the legal provisions relating to Patents, Trade Marks and Copy Rights in India.</p> <p>CO6 To develop skills to deal with legal matters/issues of business</p>
MCBC 013	BUSINESS COMMUNICATION	<p>CO1 To understand the concept of Communication</p> <p>CO2 To Learn the concept of types and barriers to communication</p> <p>CO3 To apply written and oral communication in real world</p> <p>CO4 To analyse how to write various types of letters and reports</p> <p>CO5 To learn about group communication and presentation skills</p> <p>CO6 To create clear and concise writing techniques and to develop their critical thinking.</p>
MCFM 014	FINANCIAL MANAGEMENT	<p>CO1 To understand the concept of financial management and time value of money</p> <p>CO2 To analyse various techniques of Capital Budgeting</p> <p>CO3 To understand various methods of calculating cost of capital and analyse various theories of capital structure</p> <p>CO4 To analyse various theories of Dividend policy</p> <p>CO5 To evaluate the concept of working capital management.</p> <p>CO6 To develop skills to manage finances of an organisation</p>
MCIT 015	GOODS AND	<p>CO1 To Understand and acquire in depth</p>

	SERVICE TAX	<p>knowledge about various concepts related to Goods and services tax.</p> <p>CO2 To have an understanding and importance of (GST) in the Indian and global economy</p> <p>CO3 Outline the provisions concerned with payment of Tax, interest, IDS, TCS, Refund and return and find probable solutions to problems in an ethical manner</p> <p>CO4 Generate tax file returns using technology and can also act as a tax consultant in the tax planning and tax management</p> <p>CO5 To understand the special provisions of GST.</p> <p>CO6 To apply their knowledge for creating the GST project</p>
MCFI 017	FINANCIAL MARKETS AND INSTITUTIONS	<p>CO1 Have in-depth understanding of Indian Financial System</p> <p>CO2 Demonstrate an awareness about securities market</p> <p>CO3 To understand the concept of money market and capital market</p> <p>CO4 Understand the management of Banking</p> <p>CO5 Have in-depth understanding of Investment Institutions.</p> <p>CO6 To develop methods for educating people about financial institutions, markets, and services</p>
MCWC 018	WORKING CAPITAL MANAGEMENT	<p>CO1 To understand the nature of working capital and establish its importance in business</p> <p>CO2 To Developing an understanding of working capital needs of a firm.</p> <p>CO3 To Understand cash and its optimum utilization in business and understanding the established models to manage it.</p> <p>CO4 To analyse the role of receivable management</p>
MCAS 019	ADVERTISING MANAGEMENT	<p>CO1 To understand the concepts of Advertisement marketing and the evolution in the advertisement.</p> <p>CO2 To Analyse and understand the ethical and legal aspect of advertising</p> <p>CO3 To understand the creative strategy and</p>

		<p>elements of print advertising.</p> <p>CO4 To understand the advertising, media planning and budget.</p> <p>CO5 To Analyse and understand the concept of sales promotion and new market relations.</p> <p>CO6 To develop skills of creating advertising layout</p>
MCRL 020	RETAIL MARKETING	<p>CO1 To learn about retail management and its challenges</p> <p>CO2 To learn & understand about strategic retail planning</p> <p>CO3 To understand the concepts retailing process in India</p> <p>CO4 To analyze the retail mix and have an overview on retail management</p> <p>CO5 To have a deep knowledge of retail operations</p> <p>CO6 To understand and create operations-oriented policies, methods and procedures used by successful retailer in today's global economy</p>
MCED 021	ENTREPRENEURSHIP DEVELOPMENT	<p>CO1 To understand the concept of entrepreneurship</p> <p>CO2 To stimulate students to think innovative as entrepreneur ,understand the problems and prospects of entrepreneur and women entrepreneurship</p> <p>CO3 To know the role of government , promotional agencies and financial institutions in Entrepreneurship development</p> <p>CO4 To understand the process to select and screen a business idea of new venture</p> <p>CO5 To evaluate the concept of small scale industry in the light of legal and regulatory framework in India.</p> <p>CO6 To formulate the steps involved in starting a venture</p>
MCHR 022	HUMAN RESOURCE MANAGEMENT	<p>CO1 To Demonstrate the understanding of theoretical concepts and framework required for effective Human Resource Management</p> <p>CO2 To Illustrate the concept of HR planning and job analysis in the organization for effective functioning of HR processes in an organization</p>

		<p>CO3 To explain various training and development programs organized by the organization</p> <p>CO4 To analyse various performance evaluation techniques</p> <p>CO5 To learn about motivation, employee health and safety, grievance handling and industrial dispute settlement machinery.</p> <p>CO6 To develop ability to manage human resource</p>
MCDP 023	DISSERTATION AND PROJECT REPORT	<p>CO1 To understand the community needs, problems and social responsibility</p> <p>CO2 To Understand Meaning of Research and research design</p> <p>CO3 Identify Methods of Data collection and pilot study</p> <p>CO4 To improve the report preparation and communication skills</p> <p>CO5 To apply the knowledge as per the requirement of the industry</p> <p>CO6 To draft of report</p>
MCSV 024	SEMINAR AND VIVA VOCE	<p>CO1 Enables the students to create Presentations</p> <p>CO2 Demonstrate the presentation skills</p> <p>CO3 Apply various tools to make presentation</p>
MCIM 025	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	<p>CO1 To Understand the investment environment and investment decision process</p> <p>CO2 To understand various features and types of fixed income securities</p> <p>CO3 To understand the evaluation of Technical Analysis.</p> <p>CO4 Analyze portfolios in terms of risk and return</p> <p>CO5 To evaluate various features of Selection and Management of Optimum Portfolio.</p> <p>CO6 To develop ability to formulate strategies to invest in securities market</p>
MCFS 026	MANAGEMENT OF FINANCIAL SERVICES	<p>CO1 Understand the concept of financial services and the role of financial intermediaries</p> <p>CO2 Have in-depth understanding of role and functioning of Depository and Non</p>

		<p>Depository Institutions</p> <p>CO3 Learn about the Merchant Banking and Venture Capital</p> <p>CO4 Understand and analyze the different financial services like Leasing, Hire Purchase, Factoring and Forfeiting</p> <p>CO5 Learn about the credit rating agencies, their types and functioning.</p> <p>CO6 To develop the skills to manage the financial service sector</p>
MCCR 027	CONSUMER BEHAVIOUR	<p>CO1 To understand consumer behaviour in an informed and systematic way.</p> <p>CO2 To understand the various models of consumer behaviour .</p> <p>CO3 To enable students in designing and evaluating the consumer motivation and personality.</p> <p>CO4 To give the students a perspective to understand the application of Consumer Perception, Learning and Attitude.</p> <p>CO5 To analyse personal, socio-cultural, and environmental dimensions that influence consumer decisions making</p> <p>CO6 To develop skills and ability to formulate strategies to deal with consumers</p>
MCRG 028	RURAL MARKETING	<p>CO1 To develop understanding of concept and issues in rural markets.</p> <p>CO2 Enable to understand the structure and importance of segmenting, targeting & positioning in rural markets.</p> <p>CO3 To Study and understand the importance of communication mix in rural marketing</p> <p>CO4 Evaluate the significance of innovation in rural markets and Intervention of IT in Rural Markets.</p> <p>CO5 Sensitize students to understand problems in marketing of agricultural inputs in rural India</p> <p>CO6 To formulate strategies to deal with rural consumer</p>
MCEC 029	E-COMMERCE	<p>CO1 To learn about the Electronic Payment Systems: Electronic Payment Technology- Digital Cash , Electronic Check and On line Credit Card.</p> <p>CO2 To understand the concepts Electronic Commerce and retailing, changing retail Industry dynamics ,online</p>

		<p>retailing and Management challenges.</p> <p>CO3 To understand the concepts of Intranets and Supply Chain Management.</p> <p>CO4 To understand the concepts of Transaction Accounting Payment Management, Treasury and Cash Management and Human Resource Management Systems.</p> <p>CO5 To learn about the Marketing Strategies and e-Commerce, Mobile Commerce and e-Commerce Security and Controls.</p> <p>CO6 To develop skills/ability to create E-Commerce platform</p>
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SHRI GURU RAM RAI UNIVERSITY

(Estd. by Govt. of Uttarakhand, vide Shri Guru Ram Rai University Act no. 03 of 2017)

PATEL NAGAR, DEHRADUN-248001, UTTARAKHAND

Name of the School: School of Management and Commerce Studies

Programme Name: Master of Business Administration (MBA)

Program Outcomes: POs

	<i>Program Outcome</i>
PO 1	Develop students with an in-depth understanding of all the management concepts both in the general areas of management as well as the particular specialized areas of knowledge.
PO2	Develop an ability to apply the acquired knowledge to the various areas of business and their specific problems.
PO3	Thinking analytically about the problems in business and making decisions to solve them.
PO4	Practice research-based knowledge and using this to make valid judgements related to day to day complex problems in business.
PO5	Creating, selecting and applying appropriate modern tools and techniques to the situations in business with an understanding of their limitations.
PO6	Applying reasoning developed from the subject knowledge to various aspects related to societal, health, safety, legal and cultural issues relevant to business.
PO7	Understand and evaluate the various ethical situations to make the right decisions in different societal and environmental circumstances to ensure sustainable development.
PO8	Apply ethical principles and ensure the maintenance of professional ethics and responsibilities in business.
PO9	Function effectively as an individual, as a team member or a leader in different settings in business.
PO10	Professionally communicate various arguments, analysis or recommendations to different audiences as and when the need arises. Be proficient in written, oral and non-verbal communication and make effective presentations to community at large.
PO11	Understanding of project management and finance principles and applying these to work in an organisation as a member and leader in a team.
PO12	Understanding the need for and prepare to engage in independent and lifelong learning in the broadest context of dynamic business changes. Understanding of project management and finance principles and applying these to work in an organisation

Program Specific Outcomes: PSOs

PSO 1	Learn, understand and adopt business practices to utilize the opportunities and face the challenges of an evolving global environment.
PSO 2	Demonstrate ability to recognize and identify business problems, apply reasoning and assess response options relative to the needs and interests of relevant stakeholders to address social, legal, cultural, financial and ethical issues in a business organisation.
PSO 3	Identify, evaluate, analyze, interpret and apply information related to business to make reasoned decisions and solve problems of the society, achieve environmental sustainability working efficiently as individuals or as teams.

Course Outcomes: COs

Course Code	Course Name	Course outcome
First Semester		
PPOM-101	PRINCIPLES AND PRACTICES OF MANAGEMENT	<p>CO 1 Understanding the different schools of thought in management and its importance in an organisation.</p> <p>CO 2 Analyzing and appreciate the different types of plans required to be made in an organisation.</p> <p>CO 3 Evaluating the organisation structure and its various types.</p> <p>CO 4 Understanding the importance of staffing as a function of management and the different concepts relating to that.</p> <p>CO 5 Analyzing how controlling is used effectively in an organisation.</p> <p>CO 6 Developing the features of ideal management of a business organisation</p>
MECO-102	MANAGERIAL ECONOMICS	<p>CO 1 Understanding the fundamentals of economics and to use this knowledge in managerial decisions for modern managers.</p> <p>CO 2 Applying the economic way of thinking to individual decisions and business decisions to use knowledge in managerial decisions for modern managers.</p> <p>CO 3 Breaking down the different costs of production and how they affect short and long run decisions.</p> <p>CO 4 Understanding how prices get determined in markets, the different costs of production and different market models and how they affect short and long run decisions.</p>

		CO 5 Evaluating various factor pricing theories. CO 6 Creating a production cost plan for a hypothetical business
STMG-103	STATISTICS FOR MANAGEMENT	CO 1 Summarising the basics of statistics as well as graphical representation of data. CO 2 Evaluating the different averages and uses of variations. CO 3 Examining specific analytical skills for sound management decision making by using Regression trend analysis and correlation techniques. CO 4 Simulating specific analytical skills for sound management decision making by using time series trend analysis. CO 5 Applying the concepts and theories of probability and probability distribution for the estimation of the parameters of pragmatic business problems by doing sample investigation. CO 6 Devising a plan to solve pragmatic business problem using the statistical methods.
FIAC-104	FINANCIAL ACCOUNTING	CO 1 Understanding the basics of financial accounting and the concepts, conventions and accounting regulations governing it in India CO 2 Determining the basic procedure of recording, classifying and summarizing the accounting books in India. CO 3 Assessing the way final accounts of a sole proprietor are maintained. CO 4 Gathering the basics of depreciation and inventory valuation in business and the techniques developed for optimizing them. CO 5 Appraising the tools and techniques to analyse the financial statements of a business. CO 6 Developing a long term strategy for the financial planning of a business concern by analysing the financial statements
BSEV-105	BUSINESS ENVIRONMENT	CO 1 Defining the concepts of business and its environment. CO 2 Deducing the role of mixed economy in the development of national economy. CO 3 Explaining the monetary and fiscal markets of India. CO 4 Inferring the role of legal environment and its impact on business. CO 5 Highlighting the functions of international

		<p>institutions and their role in global business environment.</p> <p>CO 6 Creating a standard operating procedure for a hypothetical business in order to face dynamic business environment effectively</p>
BSCM-106	BUSINESS COMMUNICATION	<p>CO 1 Associating knowledge, skills, and judgment with human communication that facilitate their ability to work.</p> <p>CO 2 Categorizing the sub-skills of listening and speaking and be able to deliver effectively in the real time contexts.</p> <p>CO 3 Imbibing the mechanics of writing professional testimonies and will help the students to construct effective paragraphs which befit in a longer composition.</p> <p>CO 4 Expressing the different forms of written communication techniques to make effective internal and external business correspondence.</p> <p>CO 5 Displaying etiquettes to work collaboratively with others considering various hindrances that occur and how to abolish them by being articulate and professional.</p> <p>CO 6 Creating an innovative business communication model for the company.</p>
CABS-107	COMPUTER APPLICATIONS IN BUSINESS	<p>CO 1 Familiarising with the history of computers and the fundamental concepts relating to that.</p> <p>CO 2 Determining the various types of computers.</p> <p>CO 3 Comparing the concepts of Data, Information, Data Mining and Warehousing.</p> <p>CO 4 Annotating the basic of MS Word, MS Excel and MS Power point.</p> <p>CO 5 Assessing how to solve common business problems using appropriate information technology applications and systems.</p> <p>CO 6 Developing a business model that uses information technology effectively.</p>
BSLA-108	BUSINESS LAW	<p>CO 1 Defining the basics of day to day business contracts and their legal bindings.</p> <p>CO 2 Articulating the way the market works and rights and duties of buyer and seller.</p> <p>CO 3 Appreciating the usage of different negotiable instruments and methods of negotiation.</p> <p>CO 4 Examining the consumer rights, forums</p>

		<p>and grievance redressal procedure of consumer, also what is competition of business and what control does the government have on it.</p> <p>CO 5 Categorizing the laws for company and its formation and other functioning.</p> <p>CO 6 Developing a basic legal framework for the company on the basis of legal system in the country</p>
VIVA-109	COMPREHENSIVE VIVA	<p>CO 1 Understanding all the basic concepts of management.</p> <p>CO 2 Developing an understanding of the way business organisations work.</p> <p>CO 3 Developing an ability to implement learnings to problems in business organisations.</p>
Second Semester		
OGBH-201	ORGANISATIONAL BEHAVIOUR	<p>CO 1 Identifying the different roles and skills of a manager and their application in the organization.</p> <p>CO 2 Appreciating the overview of the individual behaviour and factors affecting it.</p> <p>CO 3 Examining the different personality types.</p> <p>CO 4 Assessing different attributes of a leader in an organisation.</p> <p>CO 5 Validating the importance of groups and their effects on organisation.</p> <p>CO 6 Creating a standard operating procedure for improving organisation behaviour in a company</p>
MGAC-202	MANAGEMENT ACCOUNTING	<p>CO 1 Summarizing the concept of Management Accounting and to implement the Cost Accounting concepts along with Financial Accounting in identifying the impact of the same on management decision making.</p> <p>CO 2 Defining the concept of budgeting, reasons why organizations use budgets, various types of budgets and its preparation.</p> <p>CO 3 Assessing the concept of marginal costing and be able to analyze the different planning and controlling tools like break even analysis, P/V ratio, CVP and identification of the areas of management decision making.</p> <p>CO 4 Gathering the concept of Standard costing, Variance analysis and Target costing and appreciating the application of various variances like material, labor, overhead and sales in controlling cost.</p>

		<p>CO 5 Implementing the performance measurement system and types of financial performance measures, concept of inventory and inventory management techniques.</p> <p>CO 6 Creating a standard operating procedure for controlling costs in a manufacturing concern</p>
OPRE-203	OPERATIONS RESEARCH	<p>CO 1 Building operational research models from the verbal description of the real system.</p> <p>CO 2 Highlighting the mathematical tools that are needed to solve optimization problems.</p> <p>CO 3 Determining the solution for real life problem by using simulation techniques.</p> <p>CO 4 Deconstructing the strategy which is useful in decision making with the help of different levels of game.</p> <p>CO 5 Expressing awareness about the job sequencing and solution for projects using network analysis techniques.</p> <p>CO 6 Developing a business plan using operations research tools for a hypothetical company</p>
FIMG-204	FINANCIAL MANAGEMENT	<p>CO 1 Outlining the basics of financial management in business particularly the time value of money and the risk return framework.</p> <p>CO 2 Displaying the concept of cost of capital for the various sources of capital.</p> <p>CO 3 Appraising the theories of capital structure and leverage and learning techniques to optimize them.</p> <p>CO 4 Examining the theories defining dividend policies in a firm and understand the importance of working capital management in managing the current assets.</p> <p>CO 5 Highlighting the strategies of corporate restructuring available to a firm.</p> <p>CO 6 Developing an optimal capital structure for a hypothetical company</p>
MKMG-205	MARKETING MANAGEMENT	<p>CO 1 Commenting on the concepts of marketing.</p> <p>CO 2 Determining the concepts of consumer behaviour and product.</p> <p>CO 3 Integrating the concepts of pricing and channels.</p> <p>CO 4 Deconstructing the role of advertising in the process of branding</p> <p>CO 5 Analyzing the basics of services marketing and its scope.</p> <p>CO 6 Developing an effective marketing plan</p>

		using the appropriate Marketing Strategies
POMG-206	PRODUCTION AND OPERATIONS MANAGEMENT	<p>CO 1 Examining application of fundamental concepts of operations management and apply decision-support tools to business decision making.</p> <p>CO 2 Determining application of knowledge of business concepts and functions in an integrated manner as well as develop awareness about material handling techniques.</p> <p>CO 3 Expressing awareness about Product design and work study.</p> <p>CO 4 Implementing the concepts in Operations Management to solve business processes and material management.</p> <p>CO 5 Associating approaches to operational performance improvement, quality control and inspection.</p> <p>CO 6 Developing an effective production and operations plan for a hypothetical company</p>
BSRM-207	BUSINESS RESEARCH METHODS	<p>CO 1 Highlighting the basic concepts of research, meaning and its significance.</p> <p>CO 2 Determining different data collection methods and processing of data.</p> <p>CO 3 Gathering how to develop questionnaire.</p> <p>CO 4 Executing the sampling techniques and sampling design.</p> <p>CO 5 Implementing data interpretation and writing various types of report.</p> <p>CO 6 Creating a questionnaire and deriving effective results for a hypothetical research objective</p>
HRMG-208	HUMAN RESOURCE MANAGEMENT	<p>CO 1 Relating the concepts of managing Human Resources in an organisation & identify effective Human Resource practices in organization.</p> <p>CO 2 Examining the importance and different methods of human resource planning, staffing, training and developing the employees.</p> <p>CO 3 Deconstructing performance appraisal and its various stages.</p> <p>CO 4 Appraising the concepts of labour relations and collective bargaining.</p> <p>CO 5 Implementing methods of inter mobility and separation.</p> <p>CO 6 Devising an efficient human resource plan for a hypothetical company</p>
VIVA-209	COMPREHENSIVE VIVA	CO 1 Understanding all the basic concepts of management.

		CO 2 Developing an understanding of the way business organisations work. CO 3 Developing an ability to implement learnings to problems in business organisations.
Third Semester		
TQMG-301	TOTAL QUALITY MANAGEMENT	CO 1 Highlighting the overview of TQM as a concept and its application in the industry CO 2 Examining the different perspectives given by quality gurus CO 3 Analysing the statistical contribution in Quality management CO 4 Implementing different tools for Quality Management CO 5 Annotating the different practices of TQM CO 6 Creating a plan to ensure quality management in the company
PRMG-302	PROJECT MANAGEMENT	CO 1 Examining the basics of project management, project planning and importance. CO 2 Outlining the organization of human resources in a project. CO 3 Summarizing the concepts of project financing and sources of finance. CO 4 Implementing the various project network techniques (PERT, CPM & Scheduling). CO 5 Assessing the project controlling and different problems in projects CO 6 Developing best practices to be followed for project management in the company
INBS-303	INTERNATIONAL BUSINESS	CO 1 Summarizing the concepts and factors affecting internationalization process. CO 2 Highlighting the trends in overseas markets, international agreements, international trade and investment. CO 3 Integrating economics, geo-politics, legal and cultural dimensions necessary for multi-national operations. CO 4 Associating the local and global perspective towards international business and international operations of domestic business. CO 5 Categorizing the different documents required in international business. CO 6 Developing a plan for effective internationalization of the business
HR Electives		
IRLL-304 (H1)	INDUSTRIAL RELATIONS AND LABOUR LAWS	CO 1 Highlighting the concept of Industrial Relations and their role in avoiding industrial unrest and maintaining industrial

		<p>peace.</p> <p>CO 2 Deconstructing the concept of Trade Unions, their origin and growth pre and post-independence, and the related tools and functions.</p> <p>CO 3 Assessing the concept of Grievance Redressal Machinery in India.</p> <p>CO 4 Appraising the Labour Legislation and Labour Laws in India</p> <p>CO 5 Illustrating the different welfare measures and Acts supporting it</p> <p>CO 6 Devising an effective industrial relations policy of a company</p>
IDYP-304(H2)	INDUSTRIAL PSYCHOLOGY	<p>CO 1 Examining fundamental theory and development of industrial psychology.</p> <p>CO 2 Appreciating the role of psychologist in industry and develop ability for solving problems involving employee - industry relationship.</p> <p>CO 3 Assessing the industrial behaviour and its implications for the industry.</p> <p>CO 4 Summarizing the concept of industrial efficiency and related factors.</p> <p>CO 5 Determining the concept of working environment in industry and the factors affecting it.</p> <p>CO 6 Creating a master plan for effective psychological management of employees in the company</p>
OSHR-304(H3)	ORGANISATION STRUCTURE AND HUMAN RESOURCE DEVELOPMENT	<p>CO 1 Outlining the basic concepts of organisation structure and the related elements.</p> <p>CO 2 Summarizing the concepts related to changes in organisation structure.</p> <p>CO 3 Deconstructing the concept of organisational development and the techniques to manage changes</p> <p>CO 4 Determining the process of career planning human resource development.</p> <p>CO 5 Executing the process to adapt to changes in the organisation.</p> <p>CO 6 Hypothesizing an efficient plan for human resource development in the company</p>
PRMG-304(H4)	PERFORMANCE MANAGEMENT	<p>CO 1 Highlighting why being an HR specialist it is important to understand the concept of counselling and its application.</p> <p>CO 2 Outlining what is group behaviour and how does it relate to productivity.</p> <p>CO 3 Determining the concept of Performance Management System and its application.</p>

		<p>CO 4 Analysing how increase in performance leads to increase in compensation.</p> <p>CO 5 Assessing the current issues in and tools of Performance management.</p> <p>CO 6 Creating an innovative performance management plan for the company</p>
Marketing Electives		
REMG-305 (M1)	BRAND AND RETAIL MANAGEMENT	<p>CO 1 Outlining the concept of brand and its various elements.</p> <p>CO 2 Determining the concept of brand associations and the process of executing them</p> <p>CO 3 Annotating how brand strategies are made and utilized effectively.</p> <p>CO 4 Appreciating the concept of retailing in India and the opportunities and challenges inherent in it.</p> <p>CO 5 Assessing the different retail formats and the planning of retail stores.</p> <p>CO 6 Creating a suitable plan after examining insights into all functional areas of retailing</p>
CMBH-305(M2)	CONSUMER BEHAVIOUR	<p>CO 1 Implementing the concepts of consumer behaviour.</p> <p>CO 2 Assessing the role of attitude & perception in determining consumer behaviour.</p> <p>CO 3 Determining the impact of sociological influences on consumer decision making.</p> <p>CO 4 Examining the models of consumer behaviour.</p> <p>CO 5 Appraising the effects of pre and post purchase behaviour in consumer behaviour.</p> <p>CO 6 Developing the positioning strategy according to consumer characteristics and behaviour.</p>
MKSR-305(M3)	MARKETING OF SERVICES	<p>CO 1 Outlining the concept of services marketing, its evolution and importance.</p> <p>CO 2 Determining the importance of people component in marketing of services.</p> <p>CO 3 Summarizing how market segmentation is done in services marketing.</p> <p>CO 4 Examining the concepts of marketing of services in financial services.</p> <p>CO 5 Implementing concepts of marketing of services in different sectors.</p> <p>CO 6 Developing a suitable marketing mix or plan according to the challenges and opportunities in the field of marketing of services</p>
ADMG-305(M4)	ADVERTISING MANAGEMENT	<p>CO 1 Highlighting the trends in advertising and advertising industry in India.</p>

		<p>CO 2 Determining the concepts and techniques of advertising message decisions.</p> <p>CO 3 Assessing the media mix and role of media in advertising.</p> <p>CO 4 Formulating effective advertising message and copy with creativity and visualization</p> <p>CO 5 Judging the ethical, social and legal issues in advertising and assess productivity of advertising.</p> <p>CO 6 Developing a plan using the various facets of advertising, public relation and promotion management</p>
Finance Electives		
FMIT-306 (F1)	FINANCIAL MARKETS AND INSTITUTIONS	<p>CO 1 Outlining the Indian financial system, its structure, functioning and regulatory framework.</p> <p>CO 2 Assessing the operational management practices of banking institutions with related legal environment and enable them to take appropriate decisions as per the requirements within the legal boundaries of banking institutions</p> <p>CO 3 Examining the dynamics of risks for financial intermediaries and enable them to take appropriate decisions for minimizing risks.</p> <p>CO 4 Deconstructing the dynamics of risks and return to enable them to take best financing and investment decisions for financial institutions</p> <p>CO 5 Illustrating the managerial practices of non-banking financial institutions and enable them to learn the environment.</p> <p>CO 6 Creating a Standard Operating Procedure for a bank to avoid NPAs</p>
SAPM-306(F2)	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	<p>CO 1 Outlining the investment procedure in India.</p> <p>CO 2 Deconstructing the capital market of India and the trading procedure.</p> <p>CO 3 Appraising the technical charts and market conditions for interpreting capital markets.</p> <p>CO 4 Assessing the tools to design an optimum portfolio.</p> <p>CO 5 Implementing the various tools to create, evaluate and revise a diversified portfolio in India.</p> <p>CO 6 Creating a portfolio as per client's expectations of high return and moderate risk</p>
CPTP-	CORPORATE TAX	<p>CO 1 Outlining the Indian Taxation system, basic</p>

306(F3)	PLANNING	<p>concepts, definitions and terms related to direct and indirect Taxes.</p> <p>CO 2 Assessing the corporate tax structure of India and enable them to determine the residential status of a company, Scope of total income and Tax liability of a company.</p> <p>CO 3 Examining the different aspects of tax planning of a company and enable them to take decisions of tax planning as per the requirements of a company</p> <p>CO 4 Implementing the special tax provisions related to the Non-Resident Company and enable them to take decisions regarding tax planning and management for the Non-Resident Company.</p> <p>CO 5 Appraising the different aspects of business restructuring of a company and enable them to take decisions of tax planning as per the nature of restructuring of a company.</p> <p>CO 6 Developing a plan of tax provisions to increase the tax collection in the country</p>
IFMG-306(F4)	INTERNATIONAL FINANCIAL MANAGEMENT	<p>CO 1 Highlighting the International financial system, its financing practices with the process of determining exchange rates.</p> <p>CO 2 Assessing the structure and operational practices of foreign exchange market to enable them to experience a practical working environment of foreign exchange market.</p> <p>CO 3 Appraising the dynamics of risks in the foreign exchange market to enable them to forecast, measure and manage the impact of risks.</p> <p>CO 4 Appreciating the emerging trends of international financial management to enable them to utilize financial resources availing in the international financial market optimally.</p> <p>CO 5 Determining the available financing sources in the international financial market with the multinational working capital management practices to enable them to procure financial resources availing in the international financial market optimally and to manage multinational working capital efficiently.</p> <p>CO 6 Creating a strategy for effective financial management for an international firm</p>

IB (Minor Elective)		
IFMG-307(IB1)	IMPORT EXPORT MANAGEMENT	CO 1 Outlining the process of import management and its process. CO 2 Determining the import financing purchase price analysis CO 3 Assessing the import procedure in India and procedures related to imported cargo. CO 4 Examining the export management and the entire procedure related to that. CO 5 Deconstructing the barriers and bottlenecks in export with specific reference to India. CO 6 Creating a suitable export import plan for the country
MGMC-307(IB2)	MANAGEMENT OF MULTINATIONAL CORPORATIONS	CO 1 Outlining the concept of internationalization and the related concepts. CO 2 Appreciating the role of MNCs and their management. CO 3 Examining the elements of global organization structures and CO 4 Appraising factors for creative, innovative and entrepreneurial mind-set to take managerial decisions and better understanding of Strategies at International level of Business. CO 5 Extending the conceptual understanding of government policies and Internationalization of Indian Business to operate in multi-cultural environment CO 6 Developing an effective strategy for the business to face internationalization
INBL-307(IB3)	INTERNATIONAL BUSINESS LOGISTICS	CO 1 Appreciating the relevance of logistics in international marketing environment. CO 2 Examining the various parts of logistic and their interactions. CO 3 Highlighting the efficiencies and limitations of logistics. CO 4 Appraising the shipping industry and its implications. CO 5 Deconstructing the best practices in the supply chain management. CO 6 Creating a suitable logistics plan for a hypothetical MNC
SUTR-308	SUMMER TRAINING REPORT AND PRESENTATION	CO 1 Developing an understanding of the way business works in the real world. CO 2 Analysing their role and responsibilities in the organisation. CO 3 Appreciating the intricacies of business and application of management concepts there.
Fourth Semester		

STMG-401	STRATEGIC MANAGEMENT	CO 1 Outlining the concepts of strategic management theories and practices to solve business problems CO 2 Examining the strategic planning analysis concepts and thinking abilities for data-based decision making CO 3 Appraising the understanding of Strategic Options and Business strategies CO 4 Understanding, analyzing and communicating Strategy Implementation and Control techniques. CO 5 Implementing the techniques of resource allocation, Strategic Evaluation and Control. CO 6 Developing an effective business strategy for fast growth of a hypothetical company
ECSR-402	ETHICS and CORPORATE SOCIAL RESPONSIBILITY	CO 1 Imbibing the ethical issues in corporate governance and to adhere to the ethical code CO 2 Examining business ethics of India and corporate governance in India CO 3 Appraising the basic and broad knowledge in International corporate governance CO 4 Highlighting the awareness of corporate governance and reasons of its failures and problems CO 5 Categorizing various Corporate social responsibility activities and practice in their professional life CO 6 Creating a standard operating procedure for implementing ethical practices in the company
EPDP-403	ENTREPRENEURSHIP DEVELOPMENT	CO 1 Outlining the corporate culture, modes and expectations CO 2 Examining the corporate communication modes and methods CO 3 Appraising power and politics and ways to manage organizational politics CO 4 Determining the concepts of team leadership, culture and diversity CO 5 Appreciating the concept of ethics in leadership and managing crises and change. CO 6 Developing a business plan for a hypothetical company
HR Electives		
HRAL-404(H1)	HR ANALYTICS	CO 1 Highlighting the concept of HR Analytics and its significance in modern times. CO 2 Examining how to use HR Analytics in business

		CO 3 Implementing forecasts in business using HR Analytics CO 4 Hypothesizing predictive modelling for human resource needs using HR Analytics. CO 5 Appreciating the usage of data in HR Analytics in business. CO 6 Hypothesizing predictive modelling for human resource needs using HR Analytics.
COMG-404(H2)	COMPENSATION MANAGEMENT	CO 1 Outlining the different aspects of compensation and reward system CO 2 Determining the process and methods of evaluation of compensation: job evaluation, job enrichment and job enlargement CO 3 Implementing the wages and salary administration CO 4 Assessing the various compensation strategies with respect to learn about competency mapping and linked reward system CO 5 Reviewing the various reward and compensation tools used in organizations CO 6 Creating a master plan with the best compensation strategies implemented in India
IHRM-404(H3)	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	CO 1 Outlining the Global business environment, growing presence of multinationals with expatriate managers, cross cultural differences CO 2 Examining the cross-cultural issues and understanding of international approaches to dealing with people in organizations CO 3 Appraising the broader, comparative and international perspective to deal with complex issues and manifold risks through training and development CO 4 Deducing the role of international HRM and methods to deal with people in organizations CO 5 Determining the key issues in international labour relations. CO 6 Creating a human resource plan to source the best talent across the globe
Marketing Electives		
SGMG-405(M1)	SALES AND DISTRIBUTION MANAGEMENT	CO 1 Determining the features and concepts of selling. CO 2 Examining the theories of selling CO 3 Evaluating the process of effective selling CO 4 Implementing concepts related to improving performance of Sales management

		<p>CO 5 Appraising the economic social and ethical aspects of selling.</p> <p>CO 6 Creating a plan for the sales team focusing on all the decision making aspects and implementation of these decisions in sales and distribution management.</p>
RUMG-405(M2)	RURAL MARKETING	<p>CO 1 Highlighting the role of rural marketing in Indian economy</p> <p>CO 2 Examining the Rural buying behaviour</p> <p>CO 3 Deconstructing the rural product mix</p> <p>CO 4 Appreciating the role of IT in rural marketing</p> <p>CO 5 Appraising the role of marketing of agricultural inputs</p> <p>CO 6 Developing a marketing plan utilizing the appropriate concepts and techniques in the area of rural marketing.</p>
IMMG-405(M3)	INTERNATIONAL MARKETING MANAGEMENT	<p>CO 1 Outlining the concept of international marketing and its extension to international market</p> <p>CO 2 Analysing the marketing strategies and identifies foreign market, political, social and government considerations and Financial Influences</p> <p>CO 3 Examining the modes of market entry and operation strategies as well as methodology in Making Product Decision</p> <p>CO 4 Appreciating the pricing strategies adopted by firm and factors influencing pricing decisions for international market</p> <p>CO 5 Implementing the framework of international distribution channel and factor influencing channel decisions.</p> <p>CO 6 Developing a market research plan for a hypothetical product using the knowledge of the concepts of market research.</p>
Finance Electives		
MGFS-406(F1)	MANAGEMENT OF FINANCIAL SERVICES	<p>CO 1 Highlighting the concept and types of financial services.</p> <p>CO 2 Examining commercial banks and their changing role and various non-depository Institutions</p> <p>CO 3 Analysing Merchant Banking and Venture capital services in India</p> <p>CO 4 Evaluating the concept of Leasing, Hire Purchase, Factoring and forfeiting</p> <p>CO 5 Assessing the credit rating services in India</p> <p>CO 6 Developing an innovative financial service required in the modern times</p>
MRAC-	MERGERS AND	CO 1 Outlining the nature and types of mergers

406(F2)	ACQUISITIONS	<p>and learn the nomenclature for the same</p> <p>CO 2 Examining the various types of restructuring strategies, open for large firms.</p> <p>CO 3 Deconstructing the process of mergers and acquisitions and the challenges inherent</p> <p>CO 4 Appraising the concepts of valuation significant for mergers and analyse the best out of the available options</p> <p>CO 5 Assessing the various defensive strategies in takeover and analyse how to use them in different situations effectively</p> <p>CO 6 Creating a plan for the successful merger of two hypothetically famous brands</p>
FIDV-406(F3)	FINANCIAL DERIVATIVES	<p>CO 1 Outlining the concept & features of Financial Derivatives and to get the insight about the market of Financial Derivatives.</p> <p>CO 2 Deconstructing the working of the Future Market and will analyze the theories of Future Prices will also analyze the various hedging concepts.</p> <p>CO 3 Evaluating the concept of SWAPS, its features & types</p> <p>CO 4 Examining the concept of Financial Options, its determination & the application of Option Models</p> <p>CO 5 Assessing the Economic Derivatives, Carry Trades & its investment strategy.</p> <p>CO 6 Developing a high return portfolio comprising of the derivatives only</p>
IB (Minor) Electives		
ILTB-407(IB1)	INTERNATIONAL LAWS AND TREATIES IN TRADE AND BUSINESS	<p>CO 1 Outlining the legal framework of international law</p> <p>CO 2 Appreciating the concept of legality and illegality and their implications</p> <p>CO 3 Evaluating the best practises in legal systems</p> <p>CO 4 Assessing the concepts of liability and contingency</p> <p>CO 5 Examining the evolution of international trade law framework and WTO</p> <p>CO 6 Hypothesizing a legal framework for safeguarding the interests of the country</p>
FRMG-407(IB2)	FOREX MANAGEMENT	<p>CO 1 Highlighting the framework of market organization</p> <p>CO 2 Examining the exchange rate mechanisms and transactions</p> <p>CO 3 Appreciating the evolution of contracts in Forex market</p> <p>CO 4 Deconstructing the economic implications</p>

		<p>of forex trade on country's economy</p> <p>CO 5 Evaluating the hedging mechanisms in forex markets</p> <p>CO 6 Developing a strategic plan to effectively manage changes in the forex market</p>
CCBM-407(IB3)	CROSS CULTURAL BUSINESS MANAGEMENT	<p>CO 1 Outlining the globalization and deglobalization phenomenon</p> <p>CO 2 Appreciating the cultural process and their levels</p> <p>CO 3 Evaluating the various methods to deal with multiculturalism</p> <p>CO 4 Assessing the cross cultural communications and their impact</p> <p>CO 5 Examining the comparative management via processes and techniques</p> <p>CO 6 Creating a standard operating procedure for effective adaption of cross cultural differences.</p>
FDRV-408	FINAL DISSERTATION REPORT AND VIVA VOCE	<p>CO 1 Understanding all the major concepts of management in general and specialization in particular.</p> <p>CO 2 Developing an in-depth understanding of the topic of final dissertation report.</p> <p>CO 3 Developing an ability to implement learning's to problems in business organisations.</p>



SHRI GURU RAM RAI UNIVERSITY

(Estd. by Govt. of Uttarakhand, vide Shri Guru Ram Rai University Act no. 03 of 2017)

PATEL NAGAR, DEHRADUN-248001, UTTARAKHAND

BACHELOR OF BUSINESS ADMINISTRATION

Program Outcome (PO)

PO-1	Students will have strong conceptual knowledge in the core areas of management and respective domains
PO-2	Students will demonstrate an ability to critically analyze problems using an in-depth understanding of the domain dynamics
PO-3	Students will effectively apply their learnings to evaluate business situations and evolve alternative solutions to real-world managerial issues
PO-4	Students will be able to integrate functional knowledge with domain capabilities to implement comprehensive solutions
PO-5	Students will determine desirable qualities to facilitate sustainable employment/deployment.
PO-6	Students will be able to exhibit leadership, networking, and team-building skills in handling business situations
PO-7	Students will have excellent oral and written communication.
PO-8	Students will be able to demonstrate employability traits in line with the changing dynamics of the industry.
PO-9	Students will have the ability to comprehend retain and apply the business concepts and evaluate them throughout their life.
PO-10	Students will be able to understand and apply various tools and techniques of decision making to relevant parts of decision making.
PO-11	Students will be able to think in changing scenarios and provide solutions to the business problems.
PO-12	Students will be able to adapt themselves in the various business situations.

B.B.A.

Program Specific Outcome (PSOs)

PSO 1	Gain in-depth knowledge of various management fundamentals, theories, and principles related to functional areas of management.
PSO 2	Understand the leadership skills through internship training.
PSO 3	Apply the managerial knowledge in the business for effective decision-making.

Course Outcome (CO)

Course Code	Course Name	Outcome
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PAPM-101	Principles and Practices of Management	<p>CO1 To define management principles required for effective functioning of an organization.</p> <p>CO2 To discuss the basic concepts related to Business.</p> <p>CO3 To demonstrate the roles, skills, and functions of a manager by utilizing the theoretical corpus.</p> <p>CO4 To analyse the environment of the organization for effective decision making thereby ensuring business sustainability.</p> <p>CO5 To validate the ability to work in diverse teams based on given parameters.</p> <p>CO6 To create a management structure for a small hypothetical firm/organization.</p>
BSAC-102	Business Accounting	<p>CO1 To recall the basic accounting and bookkeeping concepts.</p> <p>CO2 To describe the accounting rules required for business enterprises.</p> <p>CO3 To apply the rules of accounting in determining financial results from publicly available information.</p> <p>CO4 To analyze financial statements of various organizations.</p> <p>CO5 To validate the specificity of different accounts within the accounting policies.</p> <p>CO6 To create a financial report of organization from given data.</p>
BSST-103	Business Statistics	<p>CO1 To recognize various mathematical statistical formulae related to economical and business-related concepts.</p> <p>CO2 To describe the statistics to ascertain output and input variables including revenue and cost.</p> <p>CO3 To utilize data in tabular form and get the required business information</p> <p>CO4 To analyze the practical cases in business practice with knowledge and skills acquired.</p> <p>CO5 To evaluate different statistical concepts and apply them in real world situations.</p> <p>CO6 To create a critical summary of a given statistical report over the years.</p>

ENDL-104	Entrepreneurship Development	<p>CO-1 To memorize the required skill set for an entrepreneur.</p> <p>CO-2 To understand the process of entrepreneurship.</p> <p>CO-3 To devise methods to utilize opportunities in the field of entrepreneurship</p> <p>CO-4 To analyze the contribution of Small-Scale Industries in the growth and development of individual and the nation</p> <p>CO-5 To evaluate the sources of project financing according to the conditions given.</p> <p>CO-6 To create a business report of a local business for presentation to financial institutions.</p>
ENSC-105	Environmental Studies	<p>CO-1 To demonstrate awareness in society, and appreciate the environmental assets of the places they inhabit.</p> <p>CO-2 To understand the current local, national and global environmental issues and looking at the science behind them.</p> <p>CO-3 To apply the concept of reduce, reuse and recycle for the conservation of natural resources and environment</p> <p>CO-4 To compare and contrast between eco-friendly and environmental destructive practices/approaches and communicate appropriately.</p> <p>CO-5 To evaluate the concept of net zero and its application into real life.</p> <p>CO-6 To create an environment cost benefit analysis for local ecosystem.</p>
HRMT-201	Human Resource Management	<p>CO-1 To memorize the basic concepts of human resource management.</p> <p>CO-2 To state and describe the business problems from an HR perspective.</p> <p>CO-3 To utilize HRM concepts to get related social, cultural, ethical, and environmental responsibilities and apply learning to issues in a global context.</p> <p>CO-4 To analyze training strategies for the delivery of training programs.</p> <p>CO-5 To evaluate the knowledge and skills required to effectively manage a diverse workforce.</p> <p>CO-6 To create HRM practice report for a business organization by identifying their practices and principles.</p>

MAEC-202	Managerial Economics	<p>CO-1 To reproduce underlying mechanism of demand and supply and use them to appropriately allocate resources</p> <p>CO-2 To understand the impact of demand and supply on markets and various stakeholders.</p> <p>CO-3 To apply the understanding of decision process of the individual customer to the benefit of the firm.</p> <p>CO-4 To analyze the process of arriving at costs in the production.</p> <p>CO-5 To evaluate key characteristics, advantages, and limitations of various market structures.</p> <p>CO-6 To create a report on local economy or local firms.</p>
BSEV-203	Business Environment	<p>CO-1 To recognize the concept, significance, and changing dimensions of the Business Environment.</p> <p>CO-2 To state the effect of government policy on the business environment.</p> <p>CO-3 To apply the business concepts learnt to the relationship between businesses and stakeholders.</p> <p>CO-4 To apply the business concepts learnt to the relationship between businesses and stakeholders.</p> <p>CO-5 To apply the business concepts learnt to the relationship between businesses and stakeholders.</p> <p>CO-6 To apply the business concepts learnt to the relationship between businesses and stakeholders.</p>
PRMT-204	Production Management	<p>CO-1 To memorize the working of production systems and processes in organizations.</p> <p>CO-2 To understand the role of service systems in product delivery.</p> <p>CO-3 To compare the production processes for same product.</p> <p>CO-4 To analyze the demand-supply gap and appropriately respond to them through production planning and control methods.</p> <p>CO-5 To evaluate the required production processes and production systems.</p> <p>CO-6 To design a production system for a local business.</p>
BUCO-205	Business Communication	<p>CO-1 To memorize the process and associated communication patterns in a business organization.</p> <p>CO-2 To describe and choose among appropriate organizational formats and channels used in developing and presenting business</p>

		<p>messages.</p> <p>CO-3 To apply concept of collaborative work skills by participating in team activities.</p> <p>CO-4 To analyze the effectiveness of business documents using the latest trends in technology.</p> <p>CO-5 To evaluate the communication design and deliver oral presentations.</p> <p>CO-6 To design a report on communication patterns of the group of participants at local level processes.</p>
ACMT-301	Accounting for Management	<p>CO-1 To recognize the role of management accounting in the modern economic environment.</p> <p>CO-2 To describe the Break-Even Analysis.</p> <p>CO-3 To utilize the difference between concepts of Standard costing and Variance Analysis into solving business problems.</p> <p>CO-4 To analyze various types of budgets and understand their implications on business.</p> <p>CO-5 To evaluate the businesses under the concept of responsibility Accounting.</p> <p>CO-6 To create a report on comparison of various accounting methods and techniques.</p>
	Organizational Behaviour	<p>CO-1 To recognize the importance of organizational behavior.</p> <p>CO-2 To describe fundamental skills in diagnosing and managing an organization which helps to develop a human-centric work organization.</p> <p>CO-3 To apply organizational environments, cases, and issues through contemporary theories and models for sustainable business</p> <p>CO-4 To analyze the organize and identify the skills to work as a team in a diverse setting</p> <p>CO-5 To evaluate the real-world situations and apply the concepts learned in theory</p> <p>CO-6 To design the organizational culture templates for various sectors, geographies, and organizations</p>
IBAE-303	Indian Business & Economy	<p>CO-1 To demonstrate a basic understanding of the Indian economy, its problems, and prospects.</p> <p>CO-2 To understand the concepts of import substitution and self-reliance and their impact on the economy.</p> <p>CO-3 To apply the framework for inequality and methods to mitigate it</p> <p>CO-4 To analyze the policy regime and its impact on common people.</p> <p>CO-5 To evaluate the importance and current challenges of Indian economy.</p>

		CO-6 To corelate the Indian economy with other economies and compare economies of various states with each other.
IFST-304	Indian Financial System	CO-1 To reproduce the basic concepts of financial services. CO-2 To understand the financial system and project finance in India. CO-3 To utilize concept to identify funds for short-term and long-term credit. CO-4 To compare the available financial products for Indian customers. CO-5 To evaluate the role of Indian Financial System in Indian economy CO-6 To design the chart showing inter-relationships between various financial services.
DBLG-305	Darbar Sahib- A Legacy	CO-1 To demonstrate understanding of the heritage of Darbar Sahib and its mission. CO-2 To understand the basic values behind the mission. CO-3 To apply the understanding of the social role of the institutions under the Darbar to suggest new avenues of social responsibility. CO-4 To deduce the necessary conditions for work-life balance CO-5 To evaluate the characteristics of culture of Darbar Sahib. CO-6 To make connections between local society and the legacy of SGRR Mission.
RSMY-401	Research Methodology	CO-1 To recognize different types of research and their implications. CO-2 To describe the scientific way of Research design. CO-3 To utilize and relate various measuring and scaling tools. CO-4 To analyze various aspects of report writing. CO-5 To evaluate the various compositions written on a subject. CO-6 To prepare a report on a contemporary topic.
MAMA-402	Marketing Management	CO-1 To recognize the key concepts of marketing and the objectives of the Marketing function. CO-2 To understand and carry out SWOT analysis within the environment. CO-3 To utilize the buying behavior data of customers to gain insights. CO-4 To analyze product pricing, distribution, and communication strategies of organizations. CO-5 To evaluate the global and local challenges

		<p>of marketing</p> <p>CO-6 To compare various marketing techniques and their suitability to different real-life situations.</p>
COAF-403	Consumer Affairs	<p>CO-1 To memorize basic customer definition and his requirements</p> <p>CO-2 To understand basic points of consumer protection laws in India</p> <p>CO-3 To utilize the internal reports of organization to understand the self-regulatory mechanisms of industry.</p> <p>CO-4 To analyze the structure of grievance redressal in India.</p> <p>CO-5 To evaluate the response to contemporary consumer issues.</p> <p>CO-6 To prepare an assessment of consumer issues in India and on Global level.</p>

BECR-404	Business Ethics and Corporate Social Responsibility	<p>CO1 To recognize the importance of human values and skills for sustained happiness.</p> <p>CO2 To describe the balance between profession and personal happiness/ goals.</p> <p>CO3 To apply the value framework and appraise situations involving ethical dilemmas and come out with a value-based solution.</p> <p>CO4 To analyze ethical conduct and contribute towards a sustainable organization.</p> <p>CO5 To evaluate international and national practices in CSR, CER etc.</p> <p>CO6 To compare the work life balance and ethics in various geographies and sectors.</p>
MIST-405	IT Tools	<p>CO-1 To reproduce the major steps in the design and implementation phases of the system development life cycle (SDLC).</p> <p>CO-2 To understand the application of the various tools i.e., entity-relationship diagram, data flow diagram, and table structure to construct the information system for the organization.</p> <p>CO-3 To illustrate how current technologies and decision-support tools can be utilized to the advantage of business operations.</p> <p>CO-4 To analyze ethical awareness and moral reasoning applied to an MIS problem, issue, or case study.</p> <p>CO-5 To evaluate an understanding of IT in business organization.</p> <p>CO-6 To design mapping of IT requirements of organizations according to the size, sector and geography.</p>

SEMR-406	Seminar	<p>CO-1 To recognize motivation for any topic of interest and develop a thought process for technical presentation.</p> <p>CO-2 To understand the role of effective presentation and improve soft skills.</p> <p>CO-3 To apply oral and written communication skills and improve them.</p> <p>CO-4 To analyze an environment that helps the student establish healthy relationships and support networks</p> <p>CO-5 To evaluate the understanding of Industry needs.</p> <p>CO-6 To create a seminar on a topic of contemporary importance</p>
PRMT-501	Project Management	<p>CO1 To demonstrate the understanding of the principle of project management</p> <p>CO2 To understand risks associated with the Projects.</p> <p>CO3 To apply the project organization types and associated advantages and limitations into selection of the organization structure.</p> <p>CO4 To compare and contrast the understanding of the business tools and techniques like PERT and CPM.</p> <p>CO5 To evaluate the ability to manage projects and objective-based activities in the classroom environment</p> <p>CO6 To design a project risk appraisal incorporating relationships and environment.</p>
INBU-502	International Business	<p>CO1 To remember the relevance and importance of international business</p> <p>CO2 To understand the implications of various theories of international trade.</p> <p>CO3 To apply the understanding of regional economic cooperation and its results into Indian context.</p> <p>CO4 To analyze the understanding of structures of international business organizations.</p> <p>CO5 To evaluate the global and local challenges of business promotions</p> <p>CO6 To illustrate incentive structures for various kinds of international business growth scenarios.</p>
SUTR-503	Summer Training Project	<p>CO1 To recognize the various types of business organization, and functions and develop proficiency in them</p> <p>CO2 To understand importance of communication, reasoning, and teamwork.</p> <p>CO3 To utilize the understanding of interaction processes between various functions of the</p>

		<p>organization to understand real organizations.</p> <p>CO4 To analyze and develop professional relationships</p> <p>CO5 To evaluate the application of business concepts in an organization.</p> <p>CO6 To illustrate blueprint of organization encompassing various functions and structures.</p>
Finance Elective		
FIAM-504 F1	Financial Institutions and Markets	<p>CO1 To understand the various financial institutions and their functions.</p> <p>CO2 To interpret the types of NBFCs and how they impact the financial scene.</p> <p>CO3 To define regulatory framework through institutions like RBI & SEBI.</p> <p>CO4 To identify the basic requirements of a financial practitioner and outline the process to achieve it.</p> <p>CO5 To develop an understanding of the role of Commercial banks in the economy development.</p> <p>CO6 To design the financial plan of organization according to conditions given and simulate its working,</p>
WCMT-504-F2	Working Capital Management	<p>CO1 To memorize the Working capital concept and its relevance in business.</p> <p>CO2 To state an understanding of firm requirements of working capital and processes to meet those needs.</p> <p>CO3 To apply the principles of utilization of the working capital on company reports.</p> <p>CO4 To analyze the role of inventory in modern organizations.</p> <p>CO5 To evaluate the marketable securities and their importance in working capital.</p> <p>CO6 To illustrate a working capital plan for given conditions and simulate its working in different economic environment.</p>
SAPM-504 F3	Security Analysis and Portfolio Management	<p>CO1 To memorize the concepts and applications of securities and portfolio management</p> <p>CO2 To understand the types of investment needs of the individuals.</p> <p>CO3 To apply the difference between various kinds of markets in Indian contexts.</p> <p>CO4 To analyze the role of the regulator and its limitations</p> <p>CO5 To evaluate the ability to understand the need for portfolio management.</p> <p>CO6 To illustrate portfolio of investment risk and return according to given parameters.</p>

Human Resource Elective		
TRDT-505 H1	Training and Development	<p>CO1 To memorize the concepts related to Training & Development and their importance in organizations.</p> <p>CO2 To understand a strong conceptual understanding of the principles which impact how adults learn and be able to apply these principles to work settings.</p> <p>CO3 To apply the principles to recognize the training needs of an organization and develop a training calendar.</p> <p>CO4 To analyze the applicability of various training methods in the different skill deficient areas.</p> <p>CO5 To evaluate the processes of training while working with a diverse set of people in teams thereby ensuring social sustainability for business.</p> <p>CO6 To illustrate HR training plan and calendar for an organization.</p>
INRL-505 H2	Industrial Relations	<p>CO1 To recognize the concept of industrial relations and the behavior of people in an organization.</p> <p>CO2 To describe the issues pertaining to complexities around managing people in the organization with diverse interests.</p> <p>CO3 To apply labor legislations in establishments to ensure compliance.</p> <p>CO4 To analyze the skills and competencies to maintain healthy industrial relations to develop a healthy and sustainable business environment.</p> <p>CO5 To evaluate the role of three parties i.e., employees, employer, and government in order to achieve industrial harmony.</p> <p>CO6 To illustrate standard operating procedures for given industrial relations situations.</p>
OCIS-505 H3	Organizational Change and Intervention Strategies	<p>CO1 To memorize the organization changes and its mechanisms.</p> <p>CO2 To understand the models of change in organizations.</p> <p>CO3 To apply diagnostic models to analyze the change in organizations.</p> <p>CO4 To analyze various stages of organization development</p> <p>CO5 To evaluate the interventions in organizations.</p> <p>CO6 To design standard operating procedures for desired changes and interventions in organizations.</p>
Marketing Elective		

COBR-506 M1	Consumer Behaviour	CO1 To recognize the Consumer behavior and its aspects. CO2 To describe the Consumer decision-making variables and process CO3 To utilize the role of personality, attitude leaning, and perception in consumer behavior determination. CO4 To identify and discuss organizational buying mechanisms. CO5 To evaluate the institutional buying process. CO6 To illustrate marketing strategy for organization based on given consumer behaviour insights.
CRMT-506 M2	Customer Relationship Management	CO-1 To memorize the concepts associated with CRM CO-2 To understand the various stages of CRM implementation. CO-3 To apply CLTV model in real life situations. CO-4 To analyze various kinds of implementation and develop a new model of CRM. CO-5 To validate customer retention 's relation with Customer Loyalty. CO-6 To design a program to track different metrics to enhance consumer experience.
RLMT-506 M3	Retail Management	CO1 To remember the concepts of retail management. CO2 To demonstrate the real-world understanding of retail and manufacturing Supply chains. CO3 To apply the success factors of retail finance and allocation. CO4 To analyze and understand key drivers of retail. CO5 To evaluate the interaction of various parts of the Retail supply chain management in India. CO6 To design the retail mapping of various organizations on retail metrics.
International Business Elective		
SUCM-507 IB1	Supply Chain Management	CO1 To recognize the underlying processes, concepts, and tools of supply chain management. CO2 To describe the process of distribution and creation of metrics to measure the supply chain performance. CO3 To utilize the concepts of purchasing, negotiating, storing, and warehousing to purchase process of goods and services. CO4 To analyze the metrics of the supply chain and distribution and their suitability to real-life cases and problems. CO5 To evaluate the enabling role of supply chain

		and distribution. CO6 To design protocols to compare supply chain solutions to real life problems.
ILMT-507-IB2	International Logistics and Management	CO-1 To memorize the concept of logistics and its applications CO-2 To describe the linkages with marketing and their optimization. CO-3 To utilize the understanding of the transportation and its applications CO-4 To analyze the importance of Warehousing and material handling processes. CO-5 To evaluate the advantages and limitations of various types of packaging. CO-6 To design evaluation methods of the logistics solutions provided to the given set of the problems.
EXIM-507 IB3	Import Export Documentation	CO-1 To remember the basics of export – import business and trade regulations. CO-2 To state the required procedure for the selected appropriate product to export. CO-3 To apply the document needs of export procedures. CO-4 To identify the appropriate utilization of funds. CO-5 To evaluate the importance of mitigating export risks CO-6 To create checklist design of document requirement procedures
SRMT-601	Strategic Management	CO-1 To reproduce the practical and integrative model of strategic management process that defines basic activities in strategic management CO-2 To demonstrate the knowledge and abilities in formulating strategies and strategic plans CO-3 To apply the concepts of competitive situation and strategic dilemma in dealing with dynamic global business environment in terms of rapidly changing market trends and technological advancement. CO-4 To analyze challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences CO-5 To evaluate the basic methods and processes of strategic management to frame appropriate strategies. CO-6 To Illustrate and compare strategy framework for mid-level organizations.
LABS-602	Legal Aspects of Business	CO-1 To memorize relevant legal terms in business. CO-2 To describe sources of law and main

		<p>provisions of business law.</p> <p>CO-3 To apply an understanding of the legal environment of business by drawing models.</p> <p>CO-4 To identify basic legal knowledge required for business transactions and disputes.</p> <p>CO-5 To evaluate the various legal measures on Company as well as Customer side.</p> <p>CO-6 To create protocols for legal requirements of business organizations.</p>
VIVA-603	Comprehensive Viva	<p>CO-1 To demonstrate the ability to explain business concepts.</p> <p>CO-2 To understand the qualitative and quantitative skills required for careers.</p> <p>CO-3 To develop the ability to frame issues in relevant language.</p> <p>CO-4 To analyze the business requirements and develop critical thinking skills.</p> <p>CO-5 To evaluate the target audience on verbal and nonverbal cues and respond accordingly.</p> <p>CO-6 To make connections of presented facts with the conclusions through a process of selection and rejection.</p>
Finance Elective		
FISR-604 F1	Financial Services	<p>CO-1 To memorize the basic terms of financial services.</p> <p>CO-2 To describe the financial system and finance in India.</p> <p>CO-3 To apply the principles for the source of funds for short term and long-term credit.</p> <p>CO-4 To analyze and select the appropriate financial products for customers.</p> <p>CO-5 To evaluate and select the appropriate process of factoring and forfeiting</p> <p>CO-6 To create financial service requirement sheet for a mid-level business organization.</p>
ILFN-604-F-2	International Finance	<p>CO-1 To memorize the important terms of International Financial Management.</p> <p>CO-2 To understand the evolution of The International Monetary System.</p> <p>CO-3 To utilize the concept of Foreign Exchange rate to calculate the foreign exchange requirements in a given condition.</p> <p>CO-4 To analyze the issues related to World Financial Markets and Institutions.</p> <p>CO-5 To evaluate the challenges related to Cross border Acquisition.</p> <p>CO-6 To make connections of various parts of organization with financial strategy of the organization.</p>
SCOF-	Strategic Corporate	<p>CO-1 To memorize the Strategic Cost Management.</p>

604 F-3	Finance	<p>CO-2 To understand the mechanisms of Management Buy-outs.</p> <p>CO-3 To utilize the financial concepts to apply it in cases of the Financial Distress and restructuring.</p> <p>CO-4 To analyze the various methods of Company Valuation.</p> <p>CO-5 To evaluate the issues of stock liquidity.</p> <p>CO-6 To devise protocols to assess the corporate financial health of organizations.</p>
Human Resource Elective		
PCMT-605 H1	Performance and Compensation Management	<p>CO-1 To memorize the principles and implementation of compensation.</p> <p>CO-2 To understand the different measures of compensation.</p> <p>CO-3 To demonstrate the understanding of Concepts of compensation management.</p> <p>CO-4 To analyze the design of strategic compensation management.</p> <p>CO-5 To evaluate the benefits and limitations of wages and salary administration.</p> <p>CO-6 To devise methods to compare and benchmark the compensation practices sector and geography wise.</p>
SSLW-605 H2	Social Security and Labour Laws	<p>CO-1 To memorize the concept of industrial relations and the behavior of people in an organization.</p> <p>CO-2 To describe the issues pertaining to complexities around managing people in organization with diverse interests.</p> <p>CO-3 To apply labor legislations in establishments to ensure compliance.</p> <p>CO-4 To analyze the skills and competencies to maintain healthy industrial relations to develop a healthy and sustainable business environment.</p> <p>CO5 To evaluate the role of three parties i.e., employees, employer and government in order to achieve industrial harmony.</p> <p>CO6 To devise methods to benchmark social security and legal benefits to the workers.</p>
IHRM-605 H3	International Human Resource Management	<p>CO-1 To memorize the important terms of HRM and International HRM.</p> <p>CO-2 To describe the concepts of Recruitment and selection process at global level.</p> <p>CO-3 To utilize the understanding different aspects of Cross culture management to devise multiculturalism and diversity in organizations.</p> <p>CO-4 To analyze the importance of training and performance management.</p>

		<p>CO-5 To evaluate the benchmarking of compensation.</p> <p>CO-6 To devise frameworks to place and compare international cultural practices.</p>
Marketing Elective		
BRMT-606 M1	Brand Management	<p>CO-1 To memorize the basic terms of Brand.</p> <p>CO-2 To describe the Brand Prism.</p> <p>CO-3 To understand and apply the various brand metrics to commonly known brands.</p> <p>CO-4 To analyze the brand strategy of common brands.</p> <p>CO-5 To evaluate the brand differentiation.</p> <p>CO-6 To devise a brand map on perceptual plane and place popular brands on it.</p>
ADMT-606 M2	Advertising Management	<p>CO-1 To memorize the communication objectives for a brand.</p> <p>CO-2 To understand the expectations of client organization and explain the same to the campaign team in the advertising agency and vice versa.</p> <p>CO-3 To apply the concept of creative strategy for a brand for achievement of a communication objective.</p> <p>CO-4 To analyze effective media strategy for achieving the communication objective.</p> <p>CO-5 To evaluate the communication and sales impact of advertising campaign.</p> <p>CO-6 To design advertising effectiveness matrices.</p>
SADT-606 M3	Sales and Distribution	<p>CO-1 To understand the concept and relevance of Sales and distribution.</p> <p>CO-2 To apply learning to various sectors and products.</p> <p>CO-3 To explain various variables of sales and distribution and their interactions.</p> <p>CO-4 To explain the importance of learning and training and development of sales personal.</p> <p>CO-5 To understand and apply the ethics and legal aspects associated with sales process</p> <p>CO-6 To design a distribution and sales network strength matrices.</p>
International Business Elective		
CCMT-607 IB1	Cross Culture Management	<p>CO-1 To memorize the basic terms of the globalization and associated phenomena.</p> <p>CO-2 To understand the cultural processes and their implications to Business.</p> <p>CO-3 To apply and understand the diversity models in workplace in organization case study.</p> <p>CO-4 To compare and contrast the various interactive processes amongst various cultures.</p>

		<p>CO-5 To evaluate the impact of various measures in culture management.</p> <p>CO-6 To devise and design the cultural parameter matrix.</p>
ILMA-607 IB2	International Mergers and Acquisition	<p>CO-1 To recognize the need for growth and the processes thereof.</p> <p>CO-2 To understand the methods of mergers and Acquisitions.</p> <p>CO-3 To utilize the Merger and acquisition principles to study processes in real life.</p> <p>CO-4 To identify the characteristics of the legal environment of the Merger and acquisitions.</p> <p>CO-5 To evaluate the impact of mergers and acquisitions on various stakeholders.</p> <p>CO-6 To devise and design the Economic value addition matrices.</p>
GLBE-607 IB3	Global Business Environment	<p>CO-1 To memorize the basic terms of business environment on global scale.</p> <p>CO-2 To demonstrate the ability to understand the role and limitations of state interventions in the market.</p> <p>CO-3 To apply the structural requirements of Business environment to real organizations.</p> <p>CO-4 To analyze the financial factors and the contribution thereof.</p> <p>CO-5 To evaluate the role of regional integration and MNCs.</p> <p>CO-6 To devise the global cultural matrix showing similarity and diversity amongst cultures.</p>



SHRI GURU RAM RAI UNIVERSITY

(Estd. by Govt. of Uttarakhand, vide Shri Guru Ram Rai University Act no. 03 of 2017)

PATEL NAGAR, DEHRADUN-248001, UTTARAKHAND

BACHELOR OF HOSPITAL ADMINISTRATION

Program Outcome (PO)

PO-1	To provide knowledge and requisite skills in different departments of hospital
PO-2	Recognize the need to adapt business practices to the opportunities and challenges of hospital administration.
PO-3	To Compete on a global platform by applying hospital concepts to management decision-making and gaining a systematic understanding of globalization and its impact on hospital administration sector
PO-4	To provide research based knowledge to the students in a hospital to nurture their managerial competencies and administrative qualities.
PO-5	To Pursue higher education and engage in continuous up-gradation and life-long learning.
PO-6	To apply reasoning informed by the contextual knowledge to assess societal health and cultural issues in hospital administration.
PO-7	To Inculcate ethical values in self and demonstrate concern for community and the environment.
PO-8	To apply ethical principles and commit to professional ethics and responsibilities and norms of Management practices in relation to Hospital Administration.
PO-9	To function effectively as an individual or leader as a part of team in a hospital.
PO-10	To Communicate in a business context in a clear, concise, coherent and professional manner.
PO-11	Cultivate a broad array of interdisciplinary knowledge and skills integrating concepts of hospital administration.
PO-12	Able to apply critical thinking, creativity, skills, cultural sensitivity, and humanity to to create awareness within society for problem –solving and interpretation.

B.H.A Hospital Administration

Program Specific Outcome (PSO)

PSO-1	Expansion of comprehensive knowledge of various hospital administration essentials
PSO-2	Imbibe critical thinking skills in understanding administrative issues and problems pertaining to a hospital
PSO-3	Application of managerial knowledge and skills to the effective decision-making in a hospital.

Course Outcome (CO)

Course Code	Course Name	Outcome
BHA 101	PRINCIPLES AND PRACTICES OF HEALTHCARE MANAGEMENT	CO1 To understand the meaning of Management and also functions of Management CO2 To study the history of Management CO3 To know the details of functions like Planning and Organizing

		CO4 To summarize the functions of Directing and Communication CO5 To illustrate controlling and coordination CO6 To lead the Organization following the Principles of Management
BHA 102	Medical Terminology	CO1 To understand Medical Terminology. Meaning of prefixes and suffixes with examples. CO2 To apply the Common Latin terms used in Prescription and use medical terms to define different parts of the body. CO3 To analyze the Medical terminology used by Cardiologist, Neurologist, Nephrologist and Gastroenterologist. CO4 To relate the Medical terminology used by ENT, Dentist, Orthopaedic and Gynaecologist. CO5 To classify the Medical Terminology used by Oncologist, Dermatologist, Endocrinologist.
BHA 103	History of Hospital and Health System	CO1 To understand the meaning of Health, Historical Development of healthcare system in India. CO2 To remember the National Health Policy, Health committees and recommendation. CO3 To find the role of Hospitals, Overview of Health Care Delivery system CO4 To evaluate the Healthcare system in Global Centre CO5 To distinguish the Health Programs in India CO6 To Program the Goal for the achievement of Health
BHA 104	Health statistics	CO1 To infer the meaning of Statistics, Measures of tendency CO2 To interpret the measures of Dispersion, Deviation and Variance CO3 To explain the meaning of Probability, Rules regarding probability CO4 To define Sampling and its need, types of sampling CO5 To compare Correlation, Regression and forecasting CO6 To design the relationship between

		various variables and parameters
BHA 105	Business Communication	CO1 To analyze the use of dictionary, study techniques CO2 To discuss Applied Grammar, verbs, tenses and structure of sentences CO3 . To remember about written composition, Writing of Bibliography CO4 To compare vocabulary, synonyms and antonyms CO5 To associate the meaning of Communication, its role and its types CO6 To create awareness regarding Communication skills
BHA 201	Hospital Operations Management	CO1 To illustrate the meaning of Operations and its role in hospitals. CO2 To relate the application of the Epidemiological basis for healthcare Management CO3 To investigate the modern techniques of healthcare Management CO4 To analyze the Location, Lay Out, Need Assessment CO5 To evaluate The types of hospitals, Governing body, Hospital committee and hospital functionaries CO6 To design the hospital of various kinds
BHA 202	Medical Terminology II	CO1 To relate the meaning, scope and application of Medical Terminology CO2 To indicate the advantages and Limitations of the use of Medical Terminology CO3 . To propose the applications of the General medical terms used related Digestive System and Endocrine System. CO4 To compare the Medical terms and abbreviations CO5 To investigate the Medical Transcription, Skills required CO6 To create awareness regarding medical terms used in various systems
BHA 203	Basics of Human Body	CO1 To examine about the Organ and Organ system CO2 To outline the Anatomy and functions of bones, Muscular system CO3 To identify the Anatomy and Physiology of Heart, Circulatory system CO4 To discuss the application about Respiratory system and Digestive

		System CO5 To restate the anatomy and physiology of CNS (Brain and Spinal Cord CO6 To write about various Organ systems
BHA 204	Fundamentals of Accounting	CO1 To apply the meaning and scope of Accounting and Accounting concepts CO2 To present the Documents and Invoice Vouchers CO3 To analyze the applications about bank reconciliation system and its need CO4 To calculate the Depreciation Accounting – Methods and Computation CO5 To categorize the Preparation of Final Accounts for Sole Proprietors departments CO6 To write account balance sheet and bank statement
BHA 205	NCC/YOGIC SCIENCE	CO1 To understand the basic concepts, techniques and principles of Physical education. CO2 To define the reforms and recent trends in physical education CO3 To remember the laws related with the different sports CO4 To summarize the hierarchy of human development through the practical approaches of enhancing physical, mental and spiritual competency of students. CO5 To indicate different aspects of physical education and enable them to use their learning for their character building process. CO6 To write about various activities of various departments
BHA 301	Epidemiology & its applications	CO1 To apply the concept of disease, natural history of disease CO2 To analyze the meaning of the Communicable and Non- Communicable diseases CO3 To understand of Communicable diseases CO4 To differentiate Epidemiological studies CO5 To distinguish Preventive measures for disease Outbreak CO6 To create the concept of epidemiology

		and its application in health care system.
BHA 302	Hospital Record Management	CO1 To infer Record Management. Modern changes in Medical Technology CO2 To paraphrase the Definition and Types of medical record, Importance of medical record CO3 To illustrate the Utility & functions of Medical Records in Health care delivery System CO4 To compare the reports in Medical Record System CO5 To evaluate Workmen Compensation Act & Consumer Protection Act CO6 To design medical records of patients in a hospital
BHA 303	HEALTH ECONOMICS	CO1 To understand the applicability of fundamentals of Economics and Health Economics CO2 To apply Some Basic Graphical & Mathematical Techniques CO3 To develop the Tools of Economics- Concepts of need, demand, supply & price in Health Services CO4 To find about Market, monopoly, perfect & imperfect competition CO5 To classify the Economics of Communicable (STDs & Malaria) & non- communicable (IHD & Cancers) diseases CO6 To solve economical aspects of various marketing scenario
BHA 304	MARKETING MANAGEMENT	CO1 To discuss the definition, nature, scope and importance of Marketing CO2 To compare various Marketing functions CO3 To relate the relationship between Consumer and Marketing CO4 To tell about channels of distribution and promotional activities CO5 To describe about Marketing Research and Marketing Strategy CO6 To create awareness regarding channels of marketing
BHA 305	BIOSTATISTICS	CO1 To define about Biostatistics, its scope and functions CO2 To compose about Diagrammatic and Graphic Representation – Introduction, Significance CO3 To formulate the Measure of Central Tendency, Mean, Median ,Mode,

		Quartile CO4 To plan Decision analysis, Normal distribution and Test of significance CO5 To design the Index Numbers CO6 To assemble various data's after compilation
BHA 401	Hospital Hazards and Disaster Management	CO1 Define about hazards and disasters CO2 Find the applications of Disaster Concepts to Management CO3 To sequence the various categories of disasters CO4 To illustrate Social and Economic impact of disasters CO5 To implement Disaster Management CO6 To create awareness about the man-made disasters
BHA402	Hospital Support Services	CO1 Know about the concept of Hospital Support Services CO2 Explain about the Security Services, Maintenance Services, Hospital Information CO3 Discuss the concept of Mortuary services and its details CO4 Summarize about Pharmacy services and its role in Hospitals CO5 Evaluate Fire Hazards and its prevention in Hospitals CO6 To study about various hazards and hospital support services
BHA 403	Health Management Information System	CO1 To understand the Information, Information system and its role in decision- making CO2 Plan about Managerial decision making CO3 Modify Hospital Information system and its sources CO4 Identify the uses of health and hospital data, need of information in hospital. CO5 To propose the concept of MIS and its uses in various sectors. CO6 To design the Health Information system
BHA 404	Environment and Ecology	CO1 To define the concept of Ecology and Environmental impact assessment CO2 Plan about Managerial decision making CO3 Modify Hospital Information system and its sources CO4 Identify the need for control of water pollution. CO5 To propose the need to control the land pollution

		CO6 To create a healthy environment for sustainable development
BHA405	NGO Training/Nursing Home Training/Viva-Voce	CO1 To demonstrate the working of NGO's or Nursing homes CO2 To recommend the applications of Hospital Administration in Hospitals CO3 To compare the relationship between Nursing/ NGO Training and Hospital Administration CO4 To prove the importance of Training in a hospital CO5 To relate the outcomes of training CO6 To develop the concept of training and NGO working
BHA 501	Quality in Healthcare	CO1 To indicate the basic fundamentals of Quality Management CO2 To extend the Conceptual model of Potential Contribution in quality of the healthcare system. CO3 To compile Deming's contribution and Quality improvement fundamentals CO4 To plot the measurement of Quality – Procedure for formulating explicit Criteria and standards CO5 To argue the concept of Hospital Accreditation and various standards CO6 To Manage basic Quality structure in Healthcare sector
BHA 502	Patient Care Services	CO1 To compile the Concept of Patient Care CO2 To classify the administration department CO3 To know the Admission and Discharge process CO4 To assess the Patient care quality services CO5 To modify Hospitality Management and Role of Food and Nutrition CO6 To create an atmosphere for Quality Patient Care in treatment
BHA 503	Strategic Management	CO1 Define the meaning of Inventory and Inventory control CO2 Discuss about Purchase and Procurement CO3 Compare Critical Areas, Characteristics of Strategic Decision Making CO4 To remember about the National Health Policy with reference to various diseases. CO5 Explain the Strategy Planning in various organizations

		CO6 To build strategy to treat various diseases
BHA 504	Material Planning and Management	CO1 To understand the concept of Production & Operation Management. CO2 To summarize about Material Management-Goals and Objectives CO3 To extend the Functions of Material Manager, Problems and Issues. CO4 To distinguish about the Purchasing and Tendering Systems CO5 Compare the Scientific Inventory Management and various terms used CO6 To Devise Codification system
BHA 505	Hospital Project/Project Management	CO1 To assess the capacity of the student to articulate and comprehend what is being learned by him during full duration of the programme i.e., in all the four semesters of the course CO2 To prepare students to effectively step into health care management positions with solid management skills CO3 To analyze the importance of Project Management CO4 To compare the Project Management in various hospitals CO5 To elaborate the need of Hospital Management CO6 To write a Project on the training undertaken
BHA 601	Hospital Law and Ethics	CO1 To remember the Law of Contracts CO2 To recall the Legal Aspects and Consumers Protection Act CO3 To study about Biomedical Waste Management and Handling Rule CO4 To discuss about IMC Act and State Medical Act CO5 To evaluate Doctor Patient Relationship CO6 Composition of various Acts and laws as mentioned in the syllabus
BHA 602	Drug Management	CO1 To understand about the concept of Prescription CO2 To analyze the basic concept of Pharmacology CO3 To outline Hospital Pharmacy and Committee's related to it. CO4 To simplify Compounding and Dispensing of drugs CO5 To estimate Pharmaceutical Marketing CO6 To design a framework using in Hospital

BHA 603	Human Resource Development	CO1 To summarize the meaning of HRM and its role CO2 To differentiate Recruitment, Selection and Placement CO3 To discuss Performance Appraisal and different theories CO4 To understand about Morale, Meaning and its factors CO5 To analyze the meaning of safety. Trade-union concept CO6 To adapt the concept of HR in hospital development system
BHA 604	Organizational Behaviour	CO1 To define the concept of Organization Behaviour and its model CO2 To explain about Individual behaviour, Learning, Attitude and Personality CO3 To summarize about Perception, Interpersonal behaviour CO4 To discuss the Group Dynamics and Behaviour, concepts of group CO5 To illustrate Alderfer's ERG theory, Herzberg's two factor theory CO6 To manage the Aspects of Organizational behavior in an Organization
BHA 605	Dissertation/Project/Viva-Voce	CO1 To equip the student with the knowledge of actual functioning of the hospital and problems faced in it. CO2 To define dissertation CO3 To analyze the importance of Dissertation CO4 Understand the applicability of Project in hospitals CO5 Differentiate Project report of various hospitals CO6 To assemble the information gathered from each topic



SHRI GURU RAM RAI UNIVERSITY

(Estd. by Govt. of Uttarakhand, vide Shri Guru Ram Rai University Act no. 03 of 2017)

PATEL NAGAR, DEHRADUN-248001, UTTARAKHAND

MASTER OF HOSPITAL ADMINISTRATION PROGRAMME OUTCOME

PO 1	Knowledge: Apply the hospital management theories and practices to solve day to day managerial problems and explore business opportunities
PO 2	Analysis : Analyse overall understanding of global, economic, legal, environmental and ethical aspects of health care industry.
PO 3	Develop: In The development of conceptual skills in planning, health care financing, resource planning, hospital and health care material management, research methodology, and hospital accreditation process in India.
PO 4	Explore : Explore healthcare opportunity as a domain for healthcare entrepreneurship .
PO 5	Decision making: Developing responsiveness to contextual social issues and exploring solutions in the light of social and business ethics.
PO 6	Leadership: Demonstrate proactive leadership and building effective teams to handle challenging assignments in the global environment.
PO 7	Environment & Sustainability : Understand the impact of the professional health care solutions in societal and environmental contexts, and demonstrate the knowledge of and need for sustainable development.
PO 8	Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of hospital practices.
PO 9	Individual & Team work: Function effectively as an individual and as a member or a leader in diverse teams and multidisciplinary settings.
PO 10	Communication: Communicate written and oral communication skills in business and social interactions and use information and knowledge effectively.
PO 11	Project Management & Finance : Demonstrate knowledge and understanding of management principles and apply these to one's own work, as a member and leader in a team. Manage project in multidisciplinary environments.

PO 12	Life Long Learning : Recognize the need for, and have the preparation and ability to engage in independent and life-long learning of best hospital managerial practices.
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PROGRAMME SPECIFIC OUTCOMES (PSO):

1. PSO1 : Application of management concepts to understand ever changing laws, policies and competition in world of hospital management.
2. PSO2 : Synthesize knowledge of different functional areas to take decisions that provide competitive edge and enable efficient execution of healthcare projects.
3. PSO3: Ability to communicate and interact productively with a diverse and changing workforce and citizenry.

COURSE OUTCOME (CO)

Course Code	Course Name	Outcome
PHMM-101	Principles of Hospital Management	CO1 Know the concept of Management and various theories of Management. CO2 Understand the functions of Management and various aspects of Planning in Management. CO3 Apply the concept of Staffing and Directing and their role in Management CO4 Implement the concept of Leadership and Communication and their roles in Management CO5 Evaluate the concept of Staffing and directing and their roles in Management CO6 Create concept of Leadership and Communication and their roles in Management
BHIT-102	Basics in Healthcare Information Technology	CO1 To study the concept of healthcare information systems. CO2 To understand the introduction of computing. CO3 To analyze the system of windows processing CO4 To evaluate the functioning of computing in health care services CO5 To apply the concept of healthcare information system in hospitals . CO6 To create the understanding of developing computing in healthcare.
HSCS-103	Healthcare Services & Its changing Scenario	CO1 To study the concept of Health and various healthcare systems. CO2 To understand the dimensions, indicators

		<p>and determinants of health</p> <p>CO3 To distinguish the levels of healthcare and causation and monitoring</p> <p>CO4 To categorize the health programmes with reference to various diseases.</p> <p>CO5 To develop the concept of Epidemiology and parameters associated with it.</p> <p>CO6 To create the concept of Epidemiology and healthcare systems .</p>
SORS-104	Statistics and Operations Research in Healthcare	<p>CO1 To identify about the use of Frequency distribution, Measures of Central tendency</p> <p>CO2 To study about Sampling, Hypothesis testing and its applications</p> <p>CO3 To know the meaning of Probability and its types with applications</p> <p>CO4 To gain the knowledge of Operational Research and its various techniques with applications</p> <p>CO5 To formulate about Network models and their applications.</p> <p>CO6 To create Network models for operations research in healthcare.</p>
HAPH-105	Human Anatomy & Physiology	<p>CO1 To distinguish the concept of Human Anatomy and Physiology and basic cell structure.</p> <p>CO2 To remember the Anatomy of Musculoskeletal, Respiratory and Digestive system.</p> <p>CO3 To distinguish the concept of Human Anatomy and Physiology and basic cell structure.</p> <p>CO4 To know the basic anatomy of kidney and associated organs, male reproductive organs, female reproductive organs, Endocrine system, Nervous system – basic organs, female reproductive organs, Endocrine system,</p> <p>CO5 To construct medical terminology w.r.t important prefixes, suffixes and root word</p> <p>CO6 To create the concept of understanding of human anatomy & physiology</p>
ORBH-106	Organizational Behaviour	<p>CO 1 To provide an understanding about concept of organization behaviour and its importance in organization</p>

		<p>CO2 To develop knowledge about perception, personality and their determinants along with their application in nowadays organizations.</p> <p>CO3 To provide an understanding about concept of organization behavior and its importance in organization</p> <p>CO4 To provide an understanding about concept of organization behavior and its importance in organization</p> <p>CO5 To make students aware about use of conflict resolution techniques in resolving conflicts in an organization</p> <p>CO6 To create the concept of organizational behaviour and its importance in organization.</p>
HSRD-107	Hospital Residency	<p>CO1 To develop understanding of the students about the organizational set up of hospitals</p> <p>CO2 Demonstrate the working of hospital</p> <p>CO3 To recommend the applications of Hospital Administration in Hospitals</p> <p>CO4 To compare the relationship between Hospital Administration and Medical administrators</p> <p>CO5 To prove the importance of Training in a hospital.</p> <p>CO6 To create understanding of healthcare operations in the ground level.</p>
HIHM-201	Health Informatics & Health Management Information System	<p>CO1 To learn about the generations, System software and Application software</p> <p>CO2 To understand the concepts of MS Word, MS Excel and Power Point</p> <p>CO3 To explain the importance of www, Telnet and FTP.</p> <p>CO4 To design steps Automation of Services, File and Database Management System.</p> <p>CO5 To develop the modules in a hospital, concept of telemedicine biometrics and touch screen facility, overview of ERP.</p> <p>CO6 To create the understanding of developing computing in healthcare.</p>
HRIH-202	Human Resource Management & Industrial Relations	<p>CO1 To enhance the abilities of the learners to develop the concept of HRM and its importance in any organization.</p> <p>CO2 To provide an overall understanding about the basics of recruitment and selection, and basics of job description</p>

		<p>and specifications</p> <p>CO3 To evaluate and study about different methods of training.</p> <p>CO4 To analyze and study about various methods of performance appraisal and job evaluation, and its implication in organization.</p> <p>CO5 To generate adequate knowledge about transfer, promotion and separation along with various methods of job enrichment and enlargement.</p> <p>CO 6 To create understanding of the role and practices of human resource management in health care.</p>
HOSS-203	Hospital Support Services	<p>CO1 To learn & use various Hospital Support services like Laundry and Nursing services</p> <p>CO2 To understand the concepts of Emergency services and Drug Distribution in hospital</p> <p>CO3 To understand the concepts of Dietary services and Hospital Hazards, mortuary</p> <p>CO4 To analyze the role of Security services, CSSD and infection control</p> <p>CO5 To apply the basics of Biomedical Waste Management.</p> <p>CO6 To create understanding of the importance of biomedical waste management in hospitals.</p>
FIMG-204	Financial Management	<p>CO1 To understand the concept of Accounting, meaning and objective of financial accounting its importance to the various stakeholders .</p> <p>CO 2 To know the process of accounting , Rules of Debit and Credit , recording of transaction in journal its posting into ledger and trial balance and Preparation of triple column cash book.</p> <p>CO3 To assemble the preparation of final accounts with adjustment in a hospital .</p> <p>CO4 To analyse financial statement through the various methods like ratios and trend analysis.</p> <p>CO5 To identify the concept of depreciation , causes and methods of charging depreciation with its advantages and limitations .</p> <p>CO6 To create understanding of the importance of accounting in healthcare</p>

		management.
PREN-205	Professional English	<p>CO1 To familiarize and develop understanding of the students of various aspects of communication to easily communicate among subordinate and seniors in the profession</p> <p>CO2 To improve skills of comprehension and paragraph writing by various methods.</p> <p>CO3 To develop adequate knowledge and to impart skills to students about writing business letter and report.</p> <p>CO4 To make students develop and enhance their presentation skills among them.</p> <p>CO5 To provide students adequate knowledge about preparing impactful resume along with develop good group discussion skills.</p> <p>CO6 To create understanding of the students of aspects of Professional English.</p>
MTMG-206	Material Management	<p>CO1 Introduction to Production & Operations Management and Supply Chain Management</p> <p>CO2 To know the concept of Material Management ,functions, objectives and goals</p> <p>CO3 To restate the concept of Purchasing including import formalities.</p> <p>CO4 To apply the Concept of Inventory Management and various terms associated with it.</p> <p>CO5 To understand the Concept of Warehousing, Store House, Inspection</p> <p>CO 6 To create understanding of the concepts of materials management im relation to healthcare industry.</p>
HIMT-207	Hospital Insurance and Medical Tourism	<p>CO1 To understand the concept of Insurance and Health Insurance with recent trends</p> <p>CO2 To categorize the concept of Claims and the role of third Party</p> <p>CO3 To know the Role of marketing and regulatory authority in Insurance.</p> <p>CO4 To understand the concept of Health and medical Tourism</p> <p>CO5 To assess then Role of Private sector in health and medical tourism, Certification and Accreditation in health and medical</p>

		<p>tourism.</p> <p>CO6 To create understanding of the concept of the Health Insurance with the trends In health a care industry.</p>
HEEC-301	Health Economics	<p>CO1 To familiarize and develop understanding of the students about the principles and concepts of economics and demand and supply for better resource management in healthcare sector.</p> <p>CO2 To develop an understanding about the market failure and importance of government in managing healthcare sector market failure.</p> <p>CO3 To provide adequate knowledge about various types of costs and its analysis.</p> <p>CO 4 To study and analyze about various types of healthcare markets</p> <p>CO 5 To develop an understanding of Indian healthcare system and role of PPP in healthcare system.</p> <p>CO 6 To create understanding of the principal and understanding of the concept economics in health care industry.</p>
MAHE-302	Management Accounting in Healthcare	<p>CO1 To understand the cost accounting , functions of cost accountant , cost its classification and how these cost are allocated and apportioned to the various department of hospitals .</p> <p>CO2 To calculate the concept of marginal costing , techniques of marginal costing and its managerial applications.</p> <p>CO3 To understand the concept of differential costing and its role in decision making . Standard costing and how it is used as cost controlling technique .</p> <p>CO4 To know the concept of budgetary control , various types of budgets and its preparations.</p> <p>CO5 To evaluate Responsibility accounting and its approaches and managerial application of responsibility accounting.</p> <p>CO6 To create an understanding of the cost accounting and its applicability in the department of hospitals .</p>
MAMG-303	Marketing Management	<p>CO1 To understand the concept of Marketing, Marketing Management and Marketing</p>

		<p>Research</p> <p>CO2 To know the concept of the Advertising, Branding and service marketing.</p> <p>CO3 To remember social marketing, ethics, marketing for third party administrators</p> <p>CO4 To understand the concept of Public Relations, Functions of PRO.</p> <p>CO5 To understand the role of Govt. and Private sector in Public Relations.</p> <p>CO6 To create the concept the marketing skills and public relations applicable in healthcare industry.</p>
STMG-304	Strategic Management	<p>CO1 To remember the Concept of Strategy and characteristics of Decision Making</p> <p>CO2 To understand Concept of Mission, Grand Strategy and Strategy Evaluation and Control.</p> <p>CO3 To understand Mission, Vision, Healthcare Environment and Information Process.</p> <p>CO4 To apply Strategy Formulation Developing, Evaluation of Alternatives</p> <p>CO5 To apply Strategies adopted in Long Term Health Policy in various areas.</p> <p>CO6 To create the concept of strategic management for policy decision in health care industry.</p>
LAHC-305	Legal Aspects of Health Care	<p>CO1 To develop an understanding in students about ethics and laws pertaining to birth n death along with establishment of any hospital.</p> <p>CO2 To make students aware about various legal regulations regarding manufacturing and sales of drugs, also to impart knowledge to students about organ transplant rules and regulations.</p> <p>CO3 To Provide adequate knowledge about legal implications related with blood banks and PNDT Act.</p> <p>CO4 To develop understanding in students about various methods to resolve disputes in hospitals.</p> <p>CO5 To make students aware about the rights of consumers and about various liabilities of hospitals.</p> <p>CO6 To create the concept of the legal environment and regulations of statutory bodies prevalent in the healthcare sector.</p>
MACO-	Managerial Communication	<p>CO1 To know the meaning of CV & Resume</p>

306		<p>and technological advancement on Business Communication.</p> <p>CO2 To study Importance of talk in a team, Team talk dynamics</p> <p>CO3 To understand the concept of The act of negotiation, Negotiation style</p> <p>CO4 To know the concept of Leadership , Conflict Management, Five pillars of personality development and career advancement</p> <p>CO5 To make smart e-mail, Writing Business Reports and Proposals.</p> <p>CO 6 To create understanding of the students on learning skills of managerial communication for uninterrupted delivery of healthcare services.</p>
BMIT-307	Biomedical Instrumentation	<p>CO1 To know various biomedical instruments used in hospitals and all about their purchasing.</p> <p>CO2 To compute concept of Purchase, installation and commissioning</p> <p>CO3 To understand the Operations Strategy and Operation of various services.</p> <p>CO4 To classify Value Engineering and Value Analysis</p> <p>CO5 To relate the concept of Maintenance Management and parameters associated with it.</p> <p>CO6 To create an understanding of various biomedical instruments used in hospitals and all about their purchasing.</p>
RPVV-308	Research Project & VIVA voce	<p>CO1 To equip the student with the knowledge of actual functioning of the hospital and problems faced by the hospital for exploring feasible solutions and suggestions.</p> <p>CO2 To analyze case study in a hospital.</p> <p>CO3 To evaluate the importance of Dissertation.</p> <p>CO4 To Understand the applicability of Project in hospitals.</p> <p>CO5 To evaluate Project report of various hospitals.</p> <p>CO 6 To create an understanding of the real time day to day hospital operation system.</p>
HPDG-401	Hospital Planning & Designing	<p>CO1 To understand the concept of Hospital Planning and Types of Medicine system</p> <p>CO2 To know the process of Hospital Planning, General assessment of</p>

		<p>situation , Feasibility study</p> <p>CO3 To understand the Hospital Design- Site Survey, Soil Structure, Water Requirement</p> <p>CO4 To know the Hospital Project Management, Bed Planning, Type and Size of Hospital</p> <p>CO5 To understand the Cost Evaluation of Construction of Hospital, Hospital Project Cost</p> <p>CO6 To create understanding of the understanding of the students on hospital planning and designing.</p>
TQMH-402	Total Quality Management in Health Care	<p>CO1 To learn the concept of Total Quality Management and Deming's, Juran, Kaizen, Philip Crosby's principle</p> <p>CO2 To understand the relationship of TQM and Healthcare</p> <p>CO3 To evaluate the concept of ISO 9000 and Quality Management System</p> <p>CO4 To understand the concept of Hospital Accreditation at National and International level</p> <p>CO5 To apply the basics of NABH, NABL and 5-M Checklist.</p> <p>CO6 To create the understanding of Total Quality Management in Health care Industry.</p>
DIMG-403	Disaster Management	<p>CO1 To familiarize students about the types of disaster and what causes them</p> <p>CO2 To explain students with adequate knowledge about how disaster occurrence and impact caused by disaster can be reduced.</p> <p>CO3 To understand the disaster management act 2005 and its proper implementation.</p> <p>CO4 To analyse and study about health need assessment, and to understand the role of various agencies in reducing disaster impacts</p> <p>CO5 To evaluate and study about various disaster alertness programmes in hospital and implementation of mock drill exercises.</p> <p>CO6 To create understanding of the students on the concept of Disaster Management.</p>
HOMH-404	Hospitality Management in Healthcare	<p>CO1 To understand the Concept, Aims and Objectives of Hospitality</p> <p>CO2 To know the concept of human nutrition and anti-oxidants and their uses.</p>

		<p>CO3 To apply the concept of modern Hospitality Management and patient treatment.</p> <p>CO4 To study the concept of Housekeeping and Hospital kitchen.</p> <p>CO5 To evaluate about Food adulteration and Medical Tourism.</p> <p>CO6 To create understanding of the students on hospitality management in health care settings.</p>
PACS-405	Patient Care Services	<p>CO1 To apply the concept of Patient care and hospital efficiency.</p> <p>CO2 To analyze the importance of Information in Patient care and management of Patient attendants.</p> <p>CO3 To construct the EMR and the role of Computer</p> <p>CO4 To explain patient admission and discharge process.</p> <p>CO5 To know about Patient care and its evaluation.</p> <p>CO6 To create understanding on patient care services and to consider various operational aspects of important services.</p>
ENHC-406	Entrepreneurship and Healthcare Consultancy	<p>CO1 To familiarize and develop understanding of the students on concept of Entrepreneurship skills in relation to healthcare.</p> <p>CO2 To understand the abilities of learners to develop the concept of franchising and significance of NGO'S in healthcare sector.</p> <p>CO3 To evaluate about the corporate entrepreneurship and its importance in the overall growth of economy.</p> <p>CO4 To assess an understanding of the family business in India and to know various resolve conflicts in the same.</p> <p>CO5 To evaluate various roles of consultancies in health sector and to evaluate various methods and sources of funds in new business.</p> <p>CO6 To create an understanding of the entrepreneurship skills and insight into Healthcare Consultancy.</p>
CPVV-407	Comprehensive Viva-Voce	<p>CO1 To state the concept of healthcare management in diverse terms .</p> <p>CO2 To describe his /her views cogently and</p>

		<p>precisely about the healthcare industry.</p> <p>CO3 To implement the theoretical and practical knowledge about health care management systems.</p> <p>CO4 To relate students with the aspects of healthcare industry.</p> <p>CO5 To evaluate their understanding of different subjects learnt in previous semesters.</p> <p>CO6 To formulate their understanding on health care managerial roles in different levels of health care.</p>