



ST. THOMAS COLLEGE OF ARTS AND SCIENCE

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Koyambedu, Chennai- 107



CRITERIA – II – TEACHING – LEARNING AND EVALUTION

PROGRAMME OUTCOMES & COURSE OUTCOMES.	STCAS/CO
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DEPARTMENT OF COMPUTER APPLICATIONS

PROGRAMME NAME	BACHELOR OF COMPUTER APPLICATIONS
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PROGRAMME OUTCOMES

After Completion of the course, the students are expected to

PO1: Understand the basic principles and concepts of Computer applications and integrate the knowledge gained in Computer application domain with practical needs of the society and be an ethically and socially responsible Computer Application Professional

PO2: Explore emerging technologies in diverse areas of Computer Application and inculcate skills for successful career, entrepreneurship and higher studies

PO3: Ability to apply the concepts of Computer and practices via emerging technologies and Software development tools.

SEMESTER – I

SUBJECT CODE: SE21A
USING PYTHON

SUBJECT NAME: PROBLEM SOLVING

CO1	To Understand the principles of Python and acquire skills in programming in python.
CO2	To develop the emerging applications of relevant field using Python.
CO3	Interpret the fundamental Python syntax and semantics and be fluent in the use of Python control flow statements.
CO4	Able to develop simple turtle graphics programs in Python.
CO5	Illustrate the process of structuring the data using lists, dictionaries, tuples and sets. Understand the usage of packages and Dictionaries.



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SUBJECT CODE: SE211 USING PYTHON LAB

SUBJECT NAME: PROBLEM SOLVING

CO1	Understand the numeric or real- life application problems and solve them.
CO2	Apply a solution clearly and accurately in a program using Python.
CO3	Apply the best features available in Python to solve the situational problems.
CO4	Use functions for structuring Python programs.
CO5	Represent compound data using Python lists, tuples, dictionaries, turtles, Files and modules.

SUBJECT CODE: SM3AA MATHEMATICS - I

SUBJECT NAME: ALLIED I –

CO1	Students gain knowledge about basic concepts of Algebra.
CO2	Students gain knowledge about basic concepts of Theory of Equations.
CO3	Students gain knowledge about the basic concepts of Matrices.
CO4	Students gain knowledge about basic concepts of Trigonometry and Calculus.
CO5	Students gain knowledge about basic concepts of Calculus.

SUBJECT CODE: SE51C

SUBJECT NAME: HTML

CO1	To inculcate knowledge in Web basics and HTML basics.
CO2	To understand the structure of HTML and various tags.
CO3	To gain knowledge of HTML and basic tools that every web page coder needs to know.
CO4	To understand the concepts of tables.
CO5	To implement modern web pages with HTML.

SEMESTER – II

SUBJECT CODE: SU22A PROGRAMMING CONCEPT USING C++

SUBJECT NAME: OBJECT ORIENTED

CO1	To write programs using OOP concepts like Abstraction, Encapsulation, Inheritance and Polymorphism.
CO2	To inculcate knowledge on Object-oriented programming concepts using C++.
CO3	To gain Knowledge on programming with C++.
CO4	To write programs using operator overloading & operator overriding.
CO5	To inculcate knowledge about files.



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SUBJECT CODE: SU221
LAB

SUBJECT NAME: C++ PROGRAMMING

CO1	To understand the structure and model of the C++ programming language.
CO2	To solve problems in C++ demonstrating Object Oriented Concepts.
CO3	To implement the various object - oriented programming concepts using C++.
CO4	To solve problems in C++Unary Operator Overloading, Binary Operator Overloading.
CO5	To solves problems in Class Template, Function Template, Exception Handling.

SUBJECT CODE: SM3AE
MATHEMATICS - II

SUBJECT NAME: ALLIED II –

CO1	Students gain knowledge about basic concepts of Differential Equations.
CO2	Students gain knowledge about basic concepts of Laplace Transforms.
CO3	Students gain knowledge about basic concepts of Vector Analysis.
CO4	Students gain knowledge about basic concepts of Calculus.
CO5	Students gain knowledge about basic concepts of Vector Differentiation.

SUBJECT CODE: SE523

SUBJECT NAME: HTML LAB

CO1	To understand the programming with HTML.
CO2	To apply and design an HTML page with all structure tags.
CO3	To understand the concept of hyperlinks.
CO4	To create an HTML page to demonstrate the usage of frames.
CO5	To implement modern web pages with HTML.

SEMESTER – III

SUBJECT CODE: SZ23A

SUBJECT NAME: DATA STRUCTURES

CO1	Implement abstract data types for linear data structures.
CO2	Apply the different linear and nonlinear data structures to problem solutions.
CO3	Critically analyze the various sorting algorithms.
CO4	To learn linear data structures-lists, stacks, queues. To apply Tree and Graph structures.
CO5	To understand sorting, searching and hashing.



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SUBJECT CODE: SZ23B

SUBJECT NAME: JAVA PROGRAMMING

CO1	Knowledge of the structure and model of the Java programming language.
CO2	Understand the basic principles of creating Java applications with GUI.
CO3	Demonstrate use of string and String Buffers, Develop multithreaded programs in Java.
CO4	To understand the concepts of Object-Oriented Programming.
CO5	To learn about the control structures, class with attributes and methods used in Java.

SUBJECT CODE: SZ231 USING JAVA LAB

SUBJECT NAME: DATA STRUCTURES

CO1	Write functions to implement linear and non-linear data structure operations.
CO2	Suggest appropriate linear and non-linear data structure operations for solving a given problem.
CO3	Analyze various sorting methods.
CO4	To understand the different operations of search trees to implement graph traversal algorithms.
CO5	To get familiarized to sorting and searching algorithms.

SUBJECT CODE: SZ23C ORGANIZATION

SUBJECT NAME: COMPUTER

CO1	Describe the major components of a computer system and state their function and purpose.
CO2	Describe the microstructure of a processor.
CO3	Demonstrate the ability to program a microprocessor in assembly language.
CO4	Classify and describe the operation DMA and peripheral Interfaces.
CO5	To bring the programming features of 8085 Microprocessor and know the features of latest microprocessors.

SUBJECT CODE: SZ33A FINANCIAL ACCOUNTING

SUBJECT NAME: ALLIED III –

CO1	To acquainted with Principles of accounting.
CO2	To equipped in the system of keeping Financial Accounting Records.
CO3	To enable the students to know the Principles of Accounting in General.
CO4	To Understand the System of Keeping Financial Accounting Records.
CO5	To learn about Partnership Accounts.



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SEMESTER – IV

SUBJECT CODE: SZ24A

SUBJECT NAME: COMPUTER NETWORK

CO1	Analyze different network models.
CO2	Analyze and compare a number of data link, network and transport layer.
CO3	Analyzing key networking protocols and their hierarchical relationship in the conceptual model like TCP/IP and OSI.
CO4	To understand the concept of Computer network.
CO5	To impart knowledge about networking and Inter- networking devices.

SUBJECT CODE: SZ24B TECHONOLIGIES

SUBJECT NAME: OPEN SOURCE

CO1	To recognize the benefits and features of Open-source technology.
CO2	To interpret, contrast and compare Open-source products among themselves.
CO3	To provide a basic idea of Open-source technology.
CO4	To software development process to understand the role and future of open-source software.
CO5	To industry along with the impact of legal, economic and social issues for such software.

SUBJECT CODE: SZ24C TECHONOLIGIES

SUBJECT NAME: E- COMMERCE

CO1	Obtain a general understanding of basic business management concepts.
CO2	Have complete knowledge about basic technical concepts relating to E-Commerce.
CO3	Obtain thorough understanding about the security issues, threats and challenges of E-Commerce.
CO4	To provide students with an overview and understanding of e-commerce with a specific emphasis on Internet Marketing.
CO5	To explore the major issues associated with e-commerce- security, privacy, intellectual property rights, authentication, encryption, acceptable use policies, and legal liabilities.



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SUBJECT CODE: SZ241 TECHNOLOGIES LAB

SUBJECT NAME: OPEN - SOURCE

CO1	Students must be able to use appropriate open-source tools based on the nature of the problem.
CO2	Students should be able to code and compile different open-source software.
CO3	To be aware of the various open-source software available for different problem needs.
CO4	To be familiar with the usage of the software like installation and configuration.
CO5	Creation of network diagrams using Graph Viz.

SUBJECT CODE: SZ34A AND MANAGEMENT ACCOUNTING

SUBJECT NAME: ALLIED IV – COST

CO1	To learn the theory and practices of cost accounting.
CO2	To understand the concepts of management accounting.
CO3	This Course introduces the concepts of Cost and Management Accounting.
CO4	To learn about Marginal Costing.
CO5	To understand the concepts of Selling and Distribution of Overheads.

SUBJECT CODE: ENV4B

SUBJECT NAME: ENVIRONMENTAL STUDIES

CO1	Multidisciplinary nature of environmental studies.
CO2	Scope and importance; concept of sustainability and sustainable development.
CO3	To understand the concepts of Biodiversity and Conservation.
CO4	To be familiar with the usage of the Ecosystem.
CO5	To learn about Environmental pollution types, causes, effects and controls: Air, Water, soil and noise Pollution.



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SEMESTER – V

SUBJECT CODE: SU25A ENGINEERING

SUBJECT NAME: SOFTWARE

CO1	The students should be able to specify software requirements, and design the software using tools.
CO2	To write test cases using different testing techniques.
CO3	To introduce the software development life cycles.
CO4	To introduce concepts related to structured and objected oriented analysis & design.
CO5	To understand verification and validation techniques.

SUBJECT CODE: SE25B

SUBJECT NAME: OPERATING SYSTEM

CO1	Understand the structure and functions of Operating System.
CO2	Compare the performance of Scheduling Algorithms.
CO3	Analyze resource management techniques.
CO4	Identify the features of I/O and File handling methods.
CO5	To gain insight on I/O and File management techniques.

SUBJECT CODE: SE25C

SUBJECT NAME: RELATIONAL

DATABASE MANAGEMENT SYSTEM

CO1	Describe basic concepts of database system.
CO2	Design a Data model and Schemas in RDBMS.
CO3	Competent in use of SQL.
CO4	Analyze functional dependencies for designing robust Database.
CO5	Understand the need of transaction processing and learn techniques for controlling the consequences of concurrent data access.

SUBJECT CODE:SE251 LAB

SUBJECT NAME: OPERATING SYSTEM

CO1	Understand the process management policies and scheduling process by CPU.
CO2	Analyze the memory management and its allocation policies.
CO3	To evaluate the requirement for process synchronization.
CO4	To understand the various issues in Inter Process Communication.
CO5	Basic I/O programming.



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SUBJECT CODE: SE252

SUBJECT NAME: PL/ SQL LAB

CO1	Implement the DDL, DML Commands and Constraints.
CO2	Design and implement simple project with Front End and Back end.
CO3	Create, Update and query on the database.
CO4	Understand PL/SQL statements: Exception Handling, Cursors, and Triggers.
CO5	Understand queries in SQL to retrieve information from data base.

SUBJECT CODE: SU45B ITS APPLICATIONS

SUBJECT NAME: MULTIMEDIA AND

CO1	To understand the basic concepts of Multimedia Systems.
CO2	To learn representations, perceptions and applications of Multimedia.
CO3	To understand the technologies behind multimedia applications.
CO4	To learn about Multimedia graphics techniques.
CO5	Create and design the Multimedia Project.

SUBJECT CODE: VAE5Q

SUBJECT NAME: VALUE EDUCATION

CO1	To learn about philosophy of Life and Individual qualities.
CO2	To learn and practice social values and responsibilities.
CO3	To learn more of Engineer as Responsible Experimenter.
CO4	To learn more of Risk and Safety assessment with case studies.
CO5	To understand the importance of value-based living

SEMESTER – VI

SUBJECT CODE: SZ26A AND DEVELOPMENT

SUBJECT NAME: WEB DESIGNING

CO1	Ability to Develop and publish Web pages using Hypertext Markup Language (HTML).
CO2	Ability to optimize page styles and layout with Cascading Style Sheets (CSS).
CO3	Ability to Understand, analyze and apply the role of languages to create a capstone.
CO4	Website using client-side web programming languages like HTML, DHTML, CSS, XML, JavaScript, and AJAX.
CO5	To learn the basic web concepts and to create rich Internet- Applications that use most recent client-side programming technologies.



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SUBJECT CODE: SZ26B

SUBJECT NAME: DATA MINING

CO1	To have knowledge in Data mining concepts.
CO2	To apply Data mining concepts in different fields.
CO3	To learn about data mining Concepts.
CO4	To study the different data mining techniques.
CO5	To learn about Classification.

SUBJECT CODE: SZ26C

SUBJECT NAME: MOBILE

APPLICATION DEVELOPMENT

CO1	To explain the basics of mobile application development.
CO2	Develop Android application with User interface, networking and animation.
CO3	Use simulator tools to test and publish the application.
CO4	To make the student understand the basic concepts of mobile application development, be aware of Characteristics of mobile applications, User-interface design, basics of graphics and multimedia.
CO5	To gain knowledge about testing and publishing of Android application.

SUBJECT CODE: SZ261

SUBJECT NAME: MOBILE

APPLICATION DEVELOPMENT LAB

CO1	To give overall view of Mobile application development.
CO2	Develop and Publish Android applications using Graphical user interface.
CO3	Develop and Publish Android application which can use Location and network services
CO4	Use Emulator tools to design and develop applications.
CO5	Develop Android application with User interface, networking and animation.

SUBJECT CODE: SU46B

SUBJECT NAME: IOT AND ITS

APPLICATIONS

CO1	Use of Devices, Gateways and Data Management in IOT.
CO2	Design IOT applications in different domain and be able to analyze their performance.
CO3	Implement basic IOT applications on embedded platform.
CO4	To Determine the Market perspective of IOT.
CO5	To Understand the vision of IOT from a global context.



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SUBJECT CODE: SZ26Q

SUBJECT NAME: MINI PROJECT

CO1	To understand the real time software development environment.
CO2	Requirement for developing a computer-based solution already exists and the different stages of system development life cycle is to be implemented successfully.
CO3	Projects based on system level implementation.
CO4	Each one must independently take different modules of the work and must submit the report.
CO5	These are projects which involve research and development.



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DEPARTMENT OF COMPUTER SCIENCE

PROGRAMME NAME	BACHELOR OF COMPUTER SCIENCE
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PROGRAMME OUTCOMES

After Completion of the course, the students are expected to

PO1: Understand the basic principles and concepts of Computer Science and integrate the knowledge gained in Computer Science domain with practical needs of the society and be an ethically and socially responsible Computer Science Professional

PO2: Explore emerging technologies in diverse areas of Computer Science and inculcate skills for successful career, entrepreneurship and higher studies

PO3: Apply the concepts of Computer and practices via emerging technologies and Software development tools

SEMESTER – I

SUBJECT CODE: SE21A	SUBJECT NAME: PROBLEM SOLVING USING PYTHON
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CO1	To Understand the principles of Python and acquire skills in programming in python
CO2	Learn the basics of Control structures, Loops and lists.
CO3	Interpret the fundamental Python syntax and semantics and to be fluent in the use of Python control flow statements.
CO4	Able to develop simple turtle graphics programs in Python.
CO5	Understand the usage of packages and Dictionaries.

SUBJECT CODE: SE211	SUBJECT NAME: PROBLEM SOLVING USING PYTHON LAB
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CO1	To implement the python programming features in practical applications.
CO2	Understand the numeric or real-life application problems and solve them.
CO3	Applying solutions clearly and accurately in a program using Python.
CO4	Apply the best features available in Python to solve the situational problems.
CO5	Represent compound data using Python lists, tuples, dictionaries, turtles, Files and modules.



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SUBJECT CODE: SM3AA

SUBJECT NAME: MATHEMATICS - I

CO1	Understand the basic concepts of Algebra and Numerical Methods
CO2	Familiarize with matrices
CO3	Describe the theory of equations
CO4	Learn the basics of Trigonometry
CO5	Understand about differential calculus

SUBJECT CODE: SY5AC INTERNET

SUBJECT NAME: UNDERSTANDING

CO1	Understand the basic concepts of WWW and mass mediaMethods
CO2	Familiarize with HTML Tags
CO3	Describe internet as future technology
CO4	Learn about effect of internet on life-styles
CO5	Understand about different Cybercrimes.

SEMESTER – II

SUBJECT CODE:SE22A

SUBJECT NAME: COMPUTER ORGANIZATION

CO1	To understand the basic organization of computers and the working of each component and CPU.
CO2	To bring the programming features of 8085 Microprocessor and know the features of latest microprocessors.
CO3	To understand the principles of Interfacing I/O devices and Direct Memory accesses.
CO4	Describe the major components of a computer system and state their function and purpose.
CO5	Demonstrate the ability to program a microprocessor in assembly language.

SUBJECT CODE: SE221 ORGANIZATION LAB

SUBJECT NAME: COMPUTER

CO1	To understand the programming features and operations of assembly language programs using 8085 microprocessor kit
CO2	Implement the arithmetic operations in assembly language programming.
CO3	Understand the programming logic of 8085 in various aspects.
CO4	Understand the sorting and searching programs
CO5	To have deeper understanding on the code conversion program.



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SUBJECT CODE: SM3AE

SUBJECT NAME: MATHEMATICS - II

CO1	Gain knowledge about integral calculus
CO2	Learn differential equations
CO3	Understand Laplace transforms
CO4	Learn the basics of vector differentiation
CO5	Familiarize with vector integration

SUBJECT CODE: ST51B

SUBJECT NAME: TIME MANAGEMENT

CO1	Gain knowledge about of goal setting and goal alignment
CO2	Learn Prioritizing goals
CO3	Identify various styles of managing time
CO4	Describe ways of managing time, art delegation and handling demands
CO5	Understand how to effectively use time

SEMESTER – III

SUBJECT CODE: SE23A STRUCTURES

SUBJECT NAME: JAVA AND DATA

CO1	To learn the basic concepts of Java programming.
CO2	To have an overview of interfaces, packages, multithreading and exceptions.
CO3	To familiarize students with basic data structures and their use in algorithms.
CO4	To develop Java Standalone applications and Applets.
CO5	Choose the appropriate data structure for modeling a given problem.

SUBJECT CODE: SE231 USING JAVA LAB

SUBJECT NAME: DATA STRUCTURES

CO1	To understand the different operations of search trees.
CO2	Learn the graph traversal algorithms and BST.
CO3	Learn the linear and non-linear data structures
CO4	Write functions to implement linear and non-linear data structure operations.
CO5	Suggest appropriate linear and non-linear data structure operations for solving a given problem.



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SUBJECT CODE: SP3AA

SUBJECT NAME: STATISTICS - I

CO1	To understand Sample survey, Types of variables and presentation of data by tables.
CO2	Know about Diagrammatic presentation: Line diagram, Bar diagrams: Simple, multiple, subdivided and Percentage-Pie chart, comparative pie chart
CO3	Analyze statistical data using measures of central tendency, dispersion and location
CO4	To understand Measures of dispersion: Range- Quartile deviation-mean deviation.
CO5	To understand correlation between continuous variables and association between categorical variables.

SEMESTER – IV

SUBJECT CODE: SE24A

SUBJECT NAME: WEB TECHNOLOGY

CO1	Understand the general concepts of PHP scripting language for the development of Internet websites.
CO2	Understand the basic functions of My SQL database program and XML concepts
CO3	Learn the relationship between the client side and the server side scripts
CO4	To develop web sites ranging from simple online information forms to complex e-commerce sites with My SQL database, building, connectivity, and maintenance.
CO5	To use PHP and My SQL to develop dynamic web sites for use on the Internet.

SUBJECT CODE: SE241

SUBJECT NAME: WEB TECHNOLOGY LAB

CO1	Develop programs in PHP.
CO2	Obtain knowledge and develop application programs using PHP.
CO3	Students can create dynamic Web applications such as Content management, user registration, and e-commerce using PHP and to understand the ability to post and publish a PHP website.
CO4	Students can develop a My SQL database and establish connectivity using My SQL.
CO5	Students can develop simple applications using PHP and My SQL.



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SUBJECT CODE: SP3AB

SUBJECT NAME: STATISTICS - II

CO1	To understand the basic concepts of Probability: Random Experiments, Sample space, Trial, Events.
CO2	Identify the characteristics of different discrete and continuous distributions.
CO3	Identify the type of statistical situation to which different distributions can be applied.
CO4	To comprehend the Sampling distributions.
CO5	To understand how to apply statistical tests to get information from data.

SUBJECT CODE: ENV4B

SUBJECT NAME: ENVIRONMENTAL STUDIES

CO1	Multidisciplinary nature of environmental studies and resources
CO2	To be familiar with the usage of the Ecosystem
CO3	To understand the concepts of Biodiversity and Conservation
CO4	To get knowledge about Environmental Acts
CO5	To learn about Environmental pollution types, causes, effects and controls

SEMESTER – V

SUBJECT CODE: SE25C

SUBJECT NAME: COMPUTER NETWORK

CO1	Students can understand the concept of Computer network.
CO2	Students can understand Wireless Transmission, Structure, Local Loop, Trunks and Multiplexing and Switching.
CO3	Describe, analyze and compare a number of data link, network and transport layer.
CO4	Analyzing key networking protocols and their hierarchical relationship in the conceptual model like TCP/IP and OSI and routing algorithm.
CO5	To understand the functionality of transport layer.

SUBJECT CODE: SE25A

SUBJECT NAME: OPERATING SYSTEM

CO1	To gain knowledge on CPU scheduling algorithm for processors
CO2	To understand the fundamental concepts Process synchronization and Deadlock.
CO3	Learn to allocate Main Memory based on various memory management techniques.
CO4	Learn to apply page replacement policies for dynamic memory management.
CO5	To understand about protection and security of system.



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SUBJECT CODE: SE25B

SUBJECT NAME: RELATIONAL

DATABASE MANAGEMENT SYSTEM

CO1	Gain a good understanding of the architecture and functioning of Database Management Systems.
CO2	Understand the various key, advantages of DBMS.
CO3	To understand Normalization techniques to normalize a database.
CO4	Understand the use of Structured Query Language (SQL) and its syntax.
CO5	To get knowledge about PL/SQL.

SUBJECT CODE: SE45A

SUBJECT NAME: ARTIFICIAL

INTELLEGEENCE AND EXPERT SYSTEMS

CO1	Understand Basic I/O programming.
CO2	Understand the process management policies and scheduling process by CPU.
CO3	To get knowledge about First Come First Served Algorithm and RR, Priority scheduling algorithms.
CO4	Analyze the memory management and its allocation policies.
CO5	To evaluate the requirement for process synchronization and Inter Process Communication.

SUBJECT CODE: SE251

SUBJECT NAME: OPERATING SYSTEM LAB

CO1	Understand Basic I/O programming.
CO2	Understand the process management policies and scheduling process by CPU.
CO3	To get knowledge about First Come First Served Algorithm and RR, Priority scheduling algorithms.
CO4	Analyze the memory management and its allocation policies.
CO5	To evaluate the requirement for process synchronization and Inter Process Communication.

SUBJECT CODE: SE252

SUBJECT NAME: PL/ SQL LAB

CO1	Learn the various DDL and DML commands
CO2	Design and implement simple project with Front End and Back End.
CO3	Understand PL/SQL statements: Exception Handling, Cursors, and Triggers.
CO4	Design and develop application for Library management.
CO5	Design and develop application for student marksheet processing.



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SUBJECT CODE: VAE5Q

SUBJECT NAME: VALUE EDUCATION

CO1	To learn about philosophy of Life and Individual qualities.
CO2	To learn and practice social values and responsibilities.
CO3	To learn more about interdependence of all beings.
CO4	To learn more on Social Evils
CO5	To understand the importance of value-based living

SEMESTER – VI

SUBJECT CODE: SE26A

SUBJECT NAME: SOFTWARE ENGINEERING

CO1	To understand software development life cycle, RAD, Spiral model.
CO2	To introduce concepts related to structured and object oriented analysis & design
CO3	To specify software requirements, design the software using tools.
CO4	To understand OO concepts and UML model.
CO5	Understand basic testing like white box and black box.

SUBJECT CODE: SE26C CLOUD COMPUTING

SUBJECT NAME: INTRODUCTION TO

CO1	To understand the cloud computing foundation and working of cloud computing.
CO2	To understand the evolving computer model and cloud computing.
CO3	To understand data storage and cloud storage.
CO4	To introduce the various levels of services that can be achieved by cloud.
CO5	To understand the concepts in Cloud Computing and its Security

SUBJECT CODE: SE261 TESTING TOOLS LABS

SUBJECT NAME: CASE TOOLS AND

CO1	To analyze and design the problem at hand.
CO2	To use UML tools for the designing the software and test the correctness and soundness of their software through testing tools.
CO3	To get familiarize with the usage of UML tool kit.
CO4	To understand the requirements of the software and to map them appropriately to subsequent phases of the software development.
CO5	To develop the ability to verify and validate their designs.



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SUBJECT CODE: SE26B DATA SCIENCE

SUBJECT NAME: INTRODUCTION TO

CO1	To understand as what Data Science and what Statistical Inference means
CO2	To Implement basic machine learning algorithms
CO3	To understand the tools for data analysis and communication.
CO4	To study about specific tools for data analysis
CO5	To Understand the vision of Data Science in a global context

SUBJECT CODE: SE45E

SUBJECT NAME: IOT AND ITS APPLICATIONS

CO1	Use of Devices, Gateways and Data Management in IOT.
CO2	Design IOT applications in different domain and be able to analyze their performance
CO3	Implement basic IOT applications on embedded platform
CO4	To Determine the Market perspective of IOT.
CO5	To Understand the vision of IOT from a global context

SUBJECT CODE: SE26Q

SUBJECT NAME: MINI PROJECT

CO1	Identify drawbacks in existing system and design a new system
CO2	Gather and analyze system requirements
CO3	Design the proposed system
CO4	Prepare proper documentation by following standard guidelines
CO5	Learn technical report and oral presentation skills.



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DEPARTMENT OF COMPUTER SCIENCE WITH DATA SCIENCE

PROGRAMME NAME	BACHELOR OF COMPUTER SCIENCE WITH DATA SCIENCE
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PROGRAMME OUTCOMES

PO1: Understand the basic principles and concepts of Computer Science and Data Science with an integrate the knowledge gained in the domain with practical needs of the society and be an ethically and socially responsible Professional

PO2: Explore latest emerging technologies in diverse areas of Computer Science and inculcate skills for successful career, entrepreneurship and higher studies

PO3: Apply the concepts of Computer and practices via emerging technologies and Software development tools to solve pragmatic social concerns.

SEMESTER – I

SUBJECT CODE: TC21A	SUBJECT NAME: INTRODUCTION TO DATA SCIENCE
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CO1	Understand the fundamental concepts of data science.
CO2	Evaluate the data analysis techniques for applications handling large data and demonstrate the data science process.
CO3	Understand the concept of machine learning used in the data science process.
CO4	Visualize and present the inference using various tools.
CO5	Learn to think through the ethics surrounding privacy, data sharing.

SUBJECT CODE: TC211	SUBJECT NAME: DATA SCIENCE USING PYTHON LAB
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CO1	Demonstrate proficiency in handling of loops and creation of functions.
CO2	Identify the methods to create and manipulate lists, tuples and dictionaries.
CO3	Discover the commonly used operations involving regular expressions and file system
CO4	Interpret the concepts of Object-Oriented Programming as used in Python



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SUBJECT CODE: SM3AA

SUBJECT NAME: ALLIED 1: MATHEMATICS - I

CO1	Students gain knowledge about basic concepts of Algebra.
CO2	Students gain knowledge about basic concepts of Theory of Equations.
CO3	Students gain knowledge about the basic concepts of Matrices
CO4	Students gain knowledge about basic concepts of Trigonometry and Calculus
CO5	Students gain knowledge about basic concepts of Calculus

SUBJECT CODE: SES1C

SUBJECT NAME: HTML (NME)

CO1	To inculcate knowledge in Web basics and HTML basics
CO2	To understand the structure of HTML and various tags.
CO3	To gain knowledge of HTML and basic tools that every web page coder needs to know
CO4	To understand the concepts of tables.
CO5	To implement modern web pages with HTML.

SEMESTER – II

SUBJECT CODE: TC22A STRUCTURE

SUBJECT NAME: JAVA AND DATA

CO1	Students will be able to develop Java Standalone applications and Applets
CO2	Choose the appropriate data structure for modeling a given problem.

SUBJECT CODE: TC221 USING JAVA LAB

SUBJECT NAME: DATA STRUCTURES

CO1	Write functions to implement linear and non-linear data structure operations
CO2	Suggest appropriate linear and non-linear data structure operations for solving a given problem

SUBJECT CODE: SM3AE

SUBJECT NAME: ALLIED 2: MATHEMATICS - II

CO1	Students gain knowledge about basic concepts of Differential Equations.
CO2	Students gain knowledge about basic concepts of Laplace Transforms.
CO3	Students gain knowledge about basic concepts of Vector Analysis.
CO4	Students gain knowledge about basic concepts of Calculus
CO5	Students gain knowledge about basic concepts of Vector Differentiation



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SUBJECT CODE: SE523

SUBJECT NAME: HTML LAB (NME)

CO1	To understand the programming with HTML.
CO2	To apply and design an HTML page with all structure tags.
CO3	To understand the concept of hyperlinks.
CO4	To create an HTML page to demonstrate the usage of frames.
CO5	To implement modern web pages with HTML.

SEMESTER – III

SUBJECT CODE:

SUBJECT NAME: RELATIONAL DATABASE

MANAGEMENT SYSTEM

CO1	Describe basic concepts of database system
CO2	Design a Data model and Schemas in RDBMS
CO3	Competent in use of SQL
CO4	Analyze functional dependencies for designing robust Database

SUBJECT CODE:

SUBJECT NAME: PL/SQL LAB

CO1	Implement the DDL, DML commands and constraints
CO2	Create, Update and query on the database
CO3	Design and implement simple project with Front End and Back End

SUBJECT CODE:

SUBJECT NAME: ALLIED: STATISTICS - I

CO1	To Know the uses of statistics in society
CO2	Organize, manage and present data
CO3	Analyze the statistical data graphically using frequency distribution and cumulative frequency distribution
CO4	Analyze statistical data using measures of central tendency, dispersion and location
CO5	To understand correlation between continuous variables and association between categorical variables



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SEMESTER – IV

SUBJECT CODE:

SUBJECT NAME: DATA ANALYTICS

CO1	Handle missing data in the real-world data sets by choosing appropriate methods
CO2	Summarize the data using basic statistics. Visualize the data using basic graphs and plots
CO3	Identify the outliers if any in the data set
CO4	Choose appropriate feature selection and dimensionality reduction
CO5	Techniques for handling multi-dimensional data

SUBJECT CODE:

SUBJECT NAME: DATA ANALYTICS LAB

CO1	Will be able to understand and use python data science libraries as a tool for data analytics
CO2	Will be able to create Python codes for the above techniques
CO3	Will create visualizations using python

SUBJECT CODE:

SUBJECT NAME: ALLIED STATISTICS – II

CO1	To understand the basic concept of Probability
CO2	To identify the characteristics of different discrete and continuous distributions
CO3	To identify the type of statistical situation to which different distributions can be applied
CO4	To comprehend the Sampling distributions
CO5	To understand how to apply statistical tests to get information from data

SUBJECT CODE: ENV4B

SUBJECT NAME: ENVIRONMENTAL STUDIES

CO1	Multidisciplinary nature of environmental studies and resources
CO2	To be familiar with the usage of the Ecosystem
CO3	To understand the concepts of Biodiversity and Conservation
CO4	To get knowledge about Environmental Acts
CO5	To learn about Environmental pollution types, causes, effects and controls



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SEMESTER – V

SUBJECT CODE:

SUBJECT NAME: OPERATING SYSTEM

CO1	Understand the structure and functions of operating system
CO2	Compare the performance of Scheduling Algorithms
CO3	Analyze resource management techniques

SUBJECT CODE:

SUBJECT NAME: COMPUTER NETWORKS

CO1	Analyze different network models
CO2	Describe, analyze and compare a number of data link, network and transport layer
CO3	Analysing key networking protocols and their hierarchical relationship in the conceptual model like TCP/IP and OSI

SUBJECT CODE:

SUBJECT NAME: DATA VISUALIAZATION

CO1	Design and create data visualizations
CO2	Conduct exploratory data analysis using visualization
CO3	Craft visual presentations of data for effective communication
CO4	Use knowledge of perception and cognition to evaluate visualization design alternatives
CO5	Design and evaluate color palettes for visualization based on principles of perception
CO6	Apply data transformations such as aggregation and filtering for visualization
CO7	Use Python to develop interactive visualizations

SUBJECT CODE:

SUBJECT NAME: DATA VISUALIAZATION LAB

CO1	Describe the main concepts of data visualization
CO2	Create ad-hoc reports, data visualizations, and dashboards using Tableau Desktop
CO3	Identifying stories and insights in data
CO4	Preparing data for visualization
CO5	Creating several different charts using Tableau



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SUBJECT CODE: SUBJECT NAME: ELECTIVE : MOBILE APPLICATION DEVELOPMENT FOR MACHINE LEARNING

CO1	Android App Development with Machine Learning
CO2	Targeted user behavior patterns
CO3	Provide suggestions as well as recommendations for search requests
CO4	Suggest apps which will reduce human interference

SUBJECT CODE: SUBJECT NAME: ELECTIVE : MOBILE APPLICATION DEVELOPMENT FOR MACHINE LEARNING – LAB

CO1	Develop components and different Layout for mobile application development framework for android
CO2	Develop Simple GUI application with the Use of Built in components and widgets.
CO3	Create databases to store application data locally
CO4	Test and show the results on emulators or on physical handheld devices

SUBJECT CODE: VAE5Q SUBJECT NAME: VALUE EDUCATION

CO1	To learn about philosophy of Life and Individual qualities.
CO2	To learn and practice social values and responsibilities.
CO3	To learn more about interdependence of all beings.
CO4	To learn more on Social Evils
CO5	To understand the importance of value-based living

SEMESTER – VI

SUBJECT CODE: SUBJECT NAME: CLOUD COMPUTING

CO1	To explain and apply levels of services of Cloud
CO2	To describe the security aspects in the cloud

SUBJECT CODE: SUBJECT NAME: INTERNET OF THINGS

CO1	Use of Devices, Gateways and Data Management in IoT
CO2	Design IoT applications in different domain and be able to analyze their performance
CO3	Implement basic IoT applications on embedded platforms.



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SUBJECT CODE:

SUBJECT NAME: MACHINE LEARNING

CO1	Implement different machine learning algorithm techniques
CO2	Apply the algorithms to a real-world problem, optimize the models learned and report on the expected accuracy that can be achieved by applying the models
CO3	Apply appropriate data sets to the Machine Learning algorithms
CO4	Identify Machine Learning algorithms to solve real world problems
CO5	Apply Machine Learning algorithms to solve real world problems

SUBJECT CODE:

SUBJECT NAME: MACHINE LEARNING LAB

CO1	Design and evaluate the unsupervised models through python in built functions
CO2	Evaluate the machine learning model algorithms by python programming
CO3	Design and apply various reinforcement algorithms to solve real time complex problems
CO4	Design and develop the code for the recommender system using Natural Language processing

SUBJECT CODE:

SUBJECT NAME: BLOCKCHAIN TECHNOLOGY

CO1	State the basic concepts of block chain
CO2	Paraphrase the list of consensus
CO3	Demonstrate and interpret working of Hyper ledger Fabric
CO4	Implement SDK composer tool
CO5	explain the Digital identity for government

SUBJECT CODE:

SUBJECT NAME: MINI PROJECT

CO1	To understand the real time software development environment
CO2	Requirement for developing a computer-based solution already exists and the different stages of system development life cycle is to be implemented successfully
CO3	Projects based on system level implementation
CO4	Each one must independently take different modules of the work and must submit the report
CO5	These are projects which involve research and development



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DEPARTMENT OF MATHEMATICS

PROGRAMME NAME BACHELOR OF MATHEMATICS

PROGRAMME OUTCOMES

The overall aim of B.Sc. Mathematics is to

PO1: develop broad and balanced knowledge and understanding of definitions, concepts, principles and theorems.

PO2: enhance the ability of learners to apply the knowledge and skills acquired by them during the programme to solve specific theoretical and applied problems in mathematics.

PO3: provide students/learners sufficient knowledge and skills enabling them to undertake further studies in mathematics and its allied areas on multiple disciplines concerned with mathematics.

SEMESTER – I

SUBJECT CODE: SM21A

SUBJECT NAME: ALGEBRA

CO1	Basic ideas on Theory of Equations, Matrices and Theory of Numbers
CO2	Knowledge to solve theoretical and applied problems
CO3	To learn divisibility of integers and congruence relations
CO4	To learn eigen values and eigen vectors of matrix
CO5	To develop fluency in working with linear equations

SUBJECT CODE: SM21B

SUBJECT NAME: DIFFERENTIAL CALCULUS

CO1	Organize, manage, present and analyze the successive differentiation and total differential
CO2	Analyze uses and applications of calculus
CO3	To analyze the concepts of total differential of a function, maxima, minima of functions



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SUBJECT CODE: SM3AB SUBJECT NAME: CALCULUS OF FINITE DIFFERENCES AND NUMERICAL ANALYSIS - I

CO1	Knowledge about the concept of interpolation
CO2	Knowledge about interpolation for unequal intervals divided difference method
CO3	Knowledge about the concept of the Lagrange's interpolation and Gauss forward and backward method
CO4	Knowledge about the concept of the E operator and relation between them
CO5	Knowledge about the concept of Regula Falsi Method, Gauss Seidel Method

SEMESTER – II

SUBJECT CODE: SM22A SUBJECT NAME: TRIGONOMETRY

CO1	Knowledge about the expansion of trigonometric functions
CO2	Knowledge about the expansion of hyperbolic functions
CO3	Knowledge about Gregory's series
CO4	Solve trigonometric equations
CO5	Demonstrate knowledge of several trigonometric identities and use them to verify other identities

SUBJECT CODE: SM22B SUBJECT NAME: INTEGRAL CALCULUS AND VECTOR ANALYSIS

CO1	Integration and its geometrical applications, double, triple integrals and improper integral
CO2	Beta and gamma functions, recurrence functions
CO3	Vector differentiation and Vector integration
CO4	Directional derivative, Gradient, divergence, curl, Laplacian differential operator
CO5	Line, surface, volume integrals, integral theorems – Gauss, Greens, Stokes

SUBJECT CODE: SM3AF SUBJECT NAME: CALCULUS OF FINITE DIFFERENCES AND NUMERICAL ANALYSIS - II

CO1	To acquire knowledge about numerical differentiation
CO2	To acquire knowledge about numerical integration
CO3	To know difference equations
CO4	To obtain knowledge of numerical solutions of ordinary differential equations
CO5	To obtain knowledge of numerical solutions of ordinary differential equations



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SEMESTER – III

SUBJECT CODE: SM23A

SUBJECT NAME: ANALYTICAL GEOMETRY

CO1	To analyze characteristics and properties of two- and three-dimensional geometric shapes
CO2	To find equation in various form of line, circle, ellipse, hyperbola, sphere
CO3	To find equation of straight line, circle, conic – equation of chord, tangent, normal. Equations of the asymptotes of a hyperbola
CO4	To find the length of the perpendicular, angle between a line and a plane, co-planar lines, shortest distance
CO5	To find the equation of a sphere, section of a sphere by a plane, angle of intersection of two spheres, condition for the orthogonality

SUBJECT CODE: SM23B

SUBJECT NAME: DIFFERENTIAL EQUATIONS

CO1	Students will understand the concepts of existence and uniqueness of solutions
CO2	Students will be able to find the complete solutions of a differential equation with constant coefficients by variation of parameters
CO3	Student will be able to solve first order differential equations utilizing the standard techniques for separable, exact, linear, homogenous, Bernoulli cases

SUBJECT CODE: SM3AC STATISTICS - I

SUBJECT NAME: MATHEMATICAL

CO1	Introduction to probability density function and probability distribution function
CO2	Derivation of mathematical expectation for discrete and continuous distribution
CO3	Derivation moment generating function for discrete and continuous distribution
CO4	To understand the concept of uniqueness, inversion theorem, Chebyshev's inequality
CO5	To find the inter relation between two or more phenomena with the help of correlation and regression analysis



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SEMESTER – IV

SUBJECT CODE: SM24A

SUBJECT NAME: TRANSFORM TECHNIQUES

CO1	Students will be able to know the use Laplace transform in system modelling, solving boundary value problems
CO2	To apply Fourier series methods to solve boundary value problem for linear ODE's
CO3	To enable students to use Fourier series methods both in the solution of partial differential equations and in other wider contexts

SUBJECT CODE: SM24A

SUBJECT NAME: STATICS

CO1	Able to analyze force systems in plane and also in space.
CO2	Able to solve two and three dimensional rigid body static equilibrium problems.
CO3	To learn general motion of a rigid body, equivalent systems of forces, parallel forces and forces along the sides of a triangle couples
CO4	Able to determine the centroid of planes, center of gravity of masses
CO5	Discuss the equilibrium of a uniform cable hanging freely under its own weight.

SUBJECT CODE: SM3AG STATISTICS - II

SUBJECT NAME: MATHEMATICAL

CO1	Solving problems based on large and small samples
CO2	To compute the analysis of variance- one way and two way classifications
CO3	To determine the properties of point estimators
CO4	Knowledge on Neyman-Pearson lemma, construct likelihood ratio test
CO5	Knowledge on sampling distribution

SUBJECT CODE: ENV4B

SUBJECT NAME: ENVIRONMENTAL STUDIES

CO1	To know about environmental policies and practices
CO2	Human communities and the environment
CO3	Environmental ethics
CO4	Environmental communications
CO5	To obtain the experience of Field work



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SEMESTER – V

SUBJECT CODE: SM25A

SUBJECT NAME: ALGEBRAIC STRUCTURES – I

CO1	To acquire knowledge on Group and Ring Theory
CO2	Introduction to ideals and concepts related to ideals
CO3	To find cycles and transposition of a given permutation
CO4	To prove Lagrange Euler Fermat theorem
CO5	To prove Cayley's theorem, Fundamental theorem of homomorphism of groups

SUBJECT CODE: SM25B

SUBJECT NAME: REAL ANALYSIS - I

CO1	Recognize the sets, functions and mappings
CO2	Recognize the sequence and series of real numbers
CO3	Recognize the convergence and divergence of real numbers
CO4	Recognize the continuity of real numbers
CO5	Recognize the metric spaces

SUBJECT CODE: SM25C

SUBJECT NAME: DYNAMICS

CO1	Knowledge to Distinguish kinematic and kinetic motion
CO2	Knowledge on basic relations between distance, time, velocity and acceleration
CO3	Apply vector mechanics as a tool for solving kinematic problems
CO4	Create a Schematic drawing of a real world mechanism
CO5	To determine degree of freedom of mechanism

SUBJECT CODE: SM25D

SUBJECT NAME: DISCRETE MATHEMATICS

CO1	Students will be able to understand the basic concepts of sets and its applications
CO2	Analyze logical positions via truth table
CO3	Prove mathematical theorem using mathematical induction
CO4	Boolean algebra became an essential tool for the analysis and design of electronic computers, dial telephone switching systems and many kind of electronic control devices
CO5	Solve counting problems involving the multiplication rule, permutations and combinations

SUBJECT CODE: SM45D

SUBJECT NAME: NUMERICAL METHODS

CO1	Numerical techniques used as powerful tools in scientific computing
CO2	Linear, Algebraic and Transcendental equations and interpolation using finite difference formulae
CO3	Numerical Differentiation , Numerical Integration and difference equations



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SUBJECT CODE: VAE5Q

SUBJECT NAME: VALUE EDUCATION

CO1	To learn about philosophy of Life and Individual qualities.
CO2	To learn and practice social values and responsibilities.
CO3	To learn more about interdependence of all beings.
CO4	To learn more on Social Evils
CO5	To understand the importance of value based living

SUBJECT CODE: SM3CA/SM3AG MATHEMATICAL STATISTICS I & II

SUBJECT NAME: PRACTICAL -

CO1	Knowledge on Measures of location, dispersion, skewness and kurtosis
CO2	Knowledge on curve fitting using methods of least squares
CO3	Knowledge on correlation and regression analysis
CO4	Knowledge on test of hypothesis
CO5	Knowledge on test of independence of attributes based on contingency table

SEMESTER – VI

SUBJECT CODE: SM26A

SUBJECT NAME: ALGEBRAIC STRUCTURES - II

CO1	To learn the concept of linear transformation
CO2	To learn inner product spaces and Gram-Schmidt process of orthogonalization
CO3	Introduction to Vector Spaces and Subspaces
CO4	To acquire knowledge on basis and dimension of vector space
CO5	To learn the importance of linear Transformations and its canonical forms

SUBJECT CODE: SM26B

SUBJECT NAME: REAL ANALYSIS – II

CO1	Recognize the concepts of open, closed and metric spaces
CO2	Recognize the concepts of Riemann integral and calculus
CO3	Recognize the concepts of derivatives and Taylor's series
CO4	Recognize the concepts of sequence and series of functions
CO5	Recognize the concepts of point wise and uniform convergence

SUBJECT CODE: SM26C

SUBJECT NAME: COMPLEX ANALYSIS

CO1	Represent complex numbers algebraically and geometrically
CO2	Analyze limit, continuity and differentiation of functions of complex variables.
CO3	Understand Cauchy-Riemann equations, analytic functions and various properties of analytic functions
CO4	Understand conformal mappings
CO5	Understand Cauchy theorem and Cauchy integrals formula and apply these to evaluate complex contour integrals



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SUBJECT CODE: SM4AG

SUBJECT NAME: GRAPH THEORY

CO1	Model real world problems using graph theory
CO2	Students will be able to formally understand and prove theorems/lemmas and relevant results in graph theory
CO3	Design and evaluate Euler and Hamilton circuits

SUBJECT CODE: SM4AH

SUBJECT NAME: OPERATIONS RESEARCH

CO1	Solving linear programming problem
CO2	Sequencing the jobs to be carried out based on cost optimization
CO3	Solving assignment and transportation problems and Queuing theory
CO4	Model competitive real-world phenomena using concepts from game theory. Analyze pure and mixed strategy games.
CO5	Formulate network model for service and manufacturing systems and apply operations research techniques and algorithms to solve these network problems



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DEPARTMENT OF VISUAL COMMUNICATION

PROGRAMME NAME | BACHELOR OF VISUAL COMMUNICATION

PROGRAMME OUTCOMES

PO1: The learner must be dynamic and prepared for employment in complex, ever – changing environments in the media industry.

PO2: The learner must have the ability to express thoughts and ideas effectively in written, oral and in technical communication.

PO3: The learner must have the ability to work with team members in the corporate media industry.

SEMESTER – I

SUBJECT CODE: BV21A VISUAL COMMUNICATION

SUBJECT NAME: INTRODUCTION TO

CO1	Gain knowledge on the fundamental information about communication, skills, and process
CO2	Fully comprehend semantics, its viewpoints, and pragmatic challenges as well as to examine media content via semiotics perspective
CO3	Apply and assess different design layouts and comprehend the role of the designer in producing innovative designs
CO4	Apply the concepts of colour psychology and Visual sensory perception concepts in the various stages of design process and provide solution to the assigned problem of design
CO5	Design the graphical works with good presentational skills through theoretical and practical applications and evaluate their basic design elements

SUBJECT CODE: BV211

SUBJECT NAME: DRAWING - I

CO1	Understand the meaning of basic strokes and perspectives in Drawing
CO2	Apply the learned pattern and texture creations using creative thinking
CO3	Apply perspectives of drawing in different creative contents in media
CO4	Organize the objects and models in a sketching for media production
CO5	Design the elements of drawing with light and shade concepts for its realistic touch



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SUBJECT CODE: BV311

SUBJECT NAME: GRAPHIC DESIGN - I

CO1	Will have the ability to use the basic shapes in 2D design and pattern
CO2	Ability to draw and analyze the elements of design in an art work and creating concepts in a storyboard
CO3	Will have the ability to develop visual literacy and improve their creativity using the learned basic techniques
CO4	Will acquire the required skills for designing the layout and single-color artworks
CO5	Will learn new techniques in designing a doodle art and Zentangles

SEMESTER – II

SUBJECT CODE: BV22A

SUBJECT NAME: COMMUNICATION SKILLS

CO1	To gain knowledge on Interpersonal communication and its functions
CO2	To apply communication skills in group interactions extracted from theories and models.
CO3	To evaluate the laws and freedom of Indian and International press along with the theories and concepts of Public Communication
CO4	To apply the non-verbal communication signs and use its types effectively in media communication and PR.
CO5	To design and develop messages for different media audiences using brainstorming techniques and lateral thinking.

SUBJECT CODE: BV221

SUBJECT NAME: DRAWING - II

CO1	Students will have an understanding on the application of basic colors in their drawings
CO2	They can very well incorporate different strokes in painting using their learned skills
CO3	Students will have the ability to compose the drawing with colors
CO4	Students will be able to do their own sketches with their learned techniques
CO5	Students can monetize by designing and sketching their own colorful drawings and paintings in the art field

SUBJECT CODE: BV321

SUBJECT NAME: GRAPHIC DESIGNING - II

CO1	Will develop the ability to do all kinds of print advertisements in this digital era
CO2	Will be able to create posters, logos, dangles and letter heads.
CO3	Acquire knowledge on Visual identity graphic design
CO4	Will develop ideas on marketing and advertising graphic design
CO5	Able to do manual package design for any commercial product.



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SEMESTER – III

SUBJECT CODE: BV23A PUBLICATION DESIGN

SUBJECT NAME: ADVERTISING AND

CO1	Understand the nature and scope of Advertising.
CO2	Plan and implement creative strategy, media strategy, and budgeting
CO3	Know the latest trends in advertising medium
CO4	Gain knowledge and apply knowledge in audio-visual commercials
CO5	Perceiving Visualization process and design for the Advertisement and Publications.

SUBJECT CODE: BV23B AESTHETICS

SUBJECT NAME: COMMUNICATION

CO1	Analyze the concepts of aesthetics in Communication and its role in visual media
CO2	Design aesthetically appealing visual content using Computer Technologies for various electronic and digital media.
CO3	Apply animated techniques in visual designs for education, advertisements and content design management.
CO4	Design advertisements and other graphical content for social media using various gadgets with aesthetics.
CO5	Synthesize color concepts of perception, symbolism, cultural and psychological factors in graphic design.

SUBJECT CODE: BV331

SUBJECT NAME: COMPUTER GRAPHICS

CO1	Students will have the knowledge of publication design
CO2	Students will acquire the skills to design for government, non-government, service industries and private organisations.
CO3	Students will be able to apply their skills in image editing using the photo editing software.
CO4	Students will be able to do graphic design with the relevant designing software.
CO5	Students will be able to design with professional values and ethics and publish different promotional material in the digital formats on social media platforms



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SEMESTER – IV

SUBJECT CODE: BV24A

SUBJECT NAME: FILM AND STUDIES

CO1	Students will be familiarized with historical development and important movements of cinema around the world.
CO2	Student will learn an identify the elements of film form and style and also different types of films – from live action to animated and fictional to documentary.
CO3	Students will apply different film theoretical concepts form classical to formalist perspectives and realist to ideological initiatives.
CO4	Students apply their learned ideas about the tools to analyze films.
CO5	Students will be able to outlook and design on various genres of films

SUBJECT CODE: BV24B

SUBJECT NAME: BASIC PHOTOGRAPHY

CO1	Students will have knowledge on the basic camera operations
CO2	Students will apply their learned skill with correct exposure
CO3	Students will apply the lighting techniques in Photo creation process
CO4	Students will design their own simple projects based on their talent
CO5	Students will be motivated to work in basic small projects using their learned skills with professional ethics

SUBJECT CODE: BV341

SUBJECT NAME: PRACTICAL PHOTOGRAPHY

CO1	The students will be able to gain knowledge of Digital Photography.
CO2	The student will be able to visualize the concept of digital platform and various methods of image capture.
CO3	The students will be able to apply the method of basic image editing techniques.
CO4	The students will be able to develop the concept of digital output and producing the final product
CO5	The students will be able to understand values, ethics in profession how can they function either as an entrepreneur or can take up jobs in Photography & video studios, edit set-up, graphic arts industry and other audio-visual sectors.

SUBJECT CODE: ENV4B

SUBJECT NAME: ENVIRONMENTAL STUDIES

CO1	To know about environmental policies and practices
CO2	Human communities and the environment
CO3	Environmental ethics
CO4	Environmental communications
CO5	To obtain the experience of Field work



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SEMESTER – V

SUBJECT CODE: BV25A SUBJECT NAME: COMMUNICATION, CULTURE & SOCIETY

CO1	Understand the needs to study media.
CO2	Able to identify the theories applied in the media research
CO3	Will have awareness on the roles of social media in public opinion
CO4	Will understand the relationship between commodities, culture, sub-culture and media in Indian society
CO5	Will be able to provide their learned ideas about the communication, culture and society in their practical works.

SUBJECT CODE: BV25B SUBJECT NAME: TELEVISION PRODUCTION

CO1	Students will have knowledge on visualization and production basics
CO2	Students will be able to identify the current camera mounts and techniques while watching the movie
CO3	Students will be learning the purpose of using different media formats for different electronic mediums
CO4	Students will gain exposure on the lighting techniques and ideas for good lighting
CO5	Students will be able to work with all the production stages and their needs in television industry.

SUBJECT CODE: BV251 SUBJECT NAME: WEB PUBLISHING

CO1	Gain knowledge about the various elements of the webpage
CO2	Students can design 2D animation works using the relevant software
CO3	Students will apply their skills in the web designing industry
CO4	Students can design various webpage layouts for different fields
CO5	Students will be able to fulfil the industry needs in the web designing world for smaller projects

SUBJECT CODE: BV252 SUBJECT NAME: ADVERTISING PHOTOGRAPHY

CO1	Students will have the knowledge about the advertising photography
CO2	Will have the idea to make advertising images for product promotion
CO3	Will be able to create trade characters and combine with the models in both manual and digital modes
CO4	Will design stories for promotions using the learned montage techniques
CO5	Will develop their Photographic skills with perfect lighting for model photography



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SUBJECT CODE: BV253 EDITING PRACTICAL

SUBJECT NAME: AUDIO VIDEO

CO1	Students will gain knowledge of Audio and Video editing techniques for advertisements
CO2	Students will identify the errors in the audio and correct them
CO3	Students will learn and apply titling and special effects techniques in media projects
CO4	Students can record and edit original sounds and videos aesthetically
CO5	Students can create audio-visual projects using industry basic software

SUBJECT CODE: VAE5Q

SUBJECT NAME: VALUE EDUCATION

CO1	To learn about philosophy of Life and Individual qualities.
CO2	To learn and practice social values and responsibilities.
CO3	To learn more about interdependence of all beings.
CO4	To learn more on Social Evils
CO5	To understand the importance of value-based living

SEMESTER – VI

SUBJECT CODE: BV26A OF INDIA & TAMILNADU

SUBJECT NAME: VISUAL CULTURE

CO1	Students will acquire knowledge on visual culture of India, about Cinema and on archeological surveys
CO2	Will adopt new ideas in wall paintings and street art by the way of learning the existing ideas
CO3	Will be able to identify our tradition, symbolisms and its functions
CO4	Develop knowledge of cartoons and comic tradition in India and design it with acquired knowledge
CO5	Distinguish between art historical periods, prehistory through medieval Sharpen analytical and cultural thinking skills in examining visual art.

SUBJECT CODE: BV261

SUBJECT NAME: TELEVISION PRODUCTION

CO1	Knowledge on the different mass mediums and its visualization process.
CO2	Acquire the significant knowledge about the various types of video formats and television production methods.
CO3	Understand the grammar of studio production and the key roles of production team.
CO4	Understand the Production & Postproduction process in detail.
CO5	Acquire an in-depth knowledge about the techniques to handle and manage the problems in each phase of production



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SUBJECT CODE: BV262

SUBJECT NAME: 3 D ANIMATION

CO1	Students are able to do 3D model and animation
CO2	Students can use modifiers to model logo, product, set design etc.
CO3	Students would be able to apply their learned effects
CO4	Students will be able to apply the camera and lighting required for the design using 3D software
CO5	Students will have the skill to design and take output in various formats

SUBJECT CODE: BV261

SUBJECT NAME: TELEVISION PRODUCTION PRACTICAL

CO1	Analyze and appreciate television programs and shows critically
CO2	Create draft budgets and plan for pre-production for TV programs
CO3	Design sets and art direction works for production
CO4	Write scripts for various television productions
CO5	Create, direct and produce variety of television programs

SUBJECT CODE: CES6Q (MEDIA INTERNSHIP)

SUBJECT NAME: PROJECT

CO1	Will have the knowledge about the industry and its requirements
CO2	Idea about the various job positions and its role in media industry
CO3	Able to choose their Job career in the specific field
CO4	Understand and fit themselves in the various designations and skill needs of the media industry
CO5	Will have the improvement in their skills and they will be able to equip themselves for field work.



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DEPARTMENT OF ELECTRONIC MEDIA

PROGRAMME NAME | BACHELOR OF ELECTRONIC MEDIA

PROGRAMME OUTCOMES

PO1: The learner should be dynamic and prepared for employment in complex, ever-changing environments in the electronic media industry.

PO2: The learner should have the ability to express thoughts and ideas effectively in written and oral communication and in technical communication.

PO3: The learner should have the capability to apply analytic thought in the media communication skills.

PO4: The learner should have the ability to work with team members in the corporate media houses.

SEMESTER – I

SUBJECT CODE: SY21A ELECTRONIC MEDIA

SUBJECT NAME: HISTROY OF

CO1	Students are taught about the importance of radio and television, its history and uses in our daily lives
CO2	Knowledge of Electronic media and its scope and its importance in various media Such as radio, television, cinema and social media
CO3	Knowledge of Information about various media organizations in India and their functions
CO4	Knowledge of Broadcasting regulations in India and its governance in media

SUBJECT CODE: SY21B AUDIOGRAPHY

SUBJECT NAME: PRINCIPLES OF

CO1	Students know about sound production, the uses of sound, the structure of microphone and its uses. They also study about the basics of sound editing, and dubbing.
CO2	Knowledge of principles of sound, acoustics, sound equipment, sound aesthetics and sound production.
CO3	Knowledge of Strategies in designing sound, digital recording, Synchronization and functions of sound in relation to picture



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SUBJECT CODE: SY211

SUBJECT NAME: AUDIOGRAPHY LAB

CO1	Will have experience in sound production.
CO2	Knowledge of types of microphones, sound recording formats, mixers and consoles, sound editing and special effects
CO3	Knowledge of technical expertise in handling appropriate software in sound editing

SEMESTER – II

SUBJECT CODE: SY22A

SUBJECT NAME: COMMUNICATION SKILLS

CO1	Knowledge of communication and its nature, scope and types. Verbal and non-verbal communication
CO2	Knowledge of communication for social change, alternative media for social change and case studies in communication skills

SUBJECT CODE: SY22B

SUBJECT NAME: RADIO PRODUCTION

CO1	Will know about radio production. Radio programs, scripts, radio drama and about radio jockey
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SUBJECT CODE: SY221

SUBJECT NAME: RADIO PRODUCTION LAB

CO1	Would have had practical experience in radio production and will be able to produce their own radio programs.
CO2	Knowledge of Radio announcing, radio commercial, drama, interviews, news, documentary and live shows

SEMESTER – III

SUBJECT CODE: SY23A

SUBJECT NAME: VIDEOGRAPHY

CO1	Theoretical knowledge on camera working, lighting. Frame composition and camera angles are also taught.
CO2	Knowledge of human eye and camera, video camera design and functions, nature of light and its resources
CO3	Information about lighting procedure in indoor and outdoor, aesthetics of videography and framing techniques and different lighting formats.
CO4	Knowledge of works of eminent cinematographers in the industry



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SUBJECT CODE: SY23B PRINCIPLES & PRACTICE

SUBJECT NAME: VIDEO EDITING –

CO1	Theoretical knowledge on the basics of film editing. Students will know about the history of editing, types of editing.
CO2	Knowledge of fundamentals of editing, editing equipment's and functions, linear and non-linear editing functions
CO3	Information of Standards in sound editing, editing accessories, aesthetics of editing, mixing of sound and visuals
CO4	Knowledge of Latest Editing Software's and their Applications.

SUBJECT CODE: SY231

SUBJECT NAME: VIDEOGRAPHY LAB

CO1	Practical knowledge on the use of different camera shots and angle. An AD film can be produced at the end of the semester individually.
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SEMESTER – IV

SUBJECT CODE: SY24A

SUBJECT NAME: FILM STUDIES

CO1	Students come to know about the history of cinema in India and around the world. They learn about the different film forms and film techniques.
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SUBJECT CODE: SY24B

SUBJECT NAME: ACTING & DIRECTION

CO1	Theoretical knowledge on basics of script writing and direction. An understanding of the different types of script
CO2	Knowledge of acting, scriptwriting basics and its formats, storyboard
CO3	Knowledge of direction basics and its techniques
CO4	Knowledge of TV direction and its techniques
CO5	Knowledge of Logistics management, production management and film certification process
CO6	Knowledge of OTT Platforms and digital release and digital cinema projection packages.

SUBJECT CODE: SY241 DIRECTION LAB

SUBJECT NAME: SCRIPT WRITING &

CO1	Will be able to write scripts and direct short films. Students learn different types of script (TV SCRIPTS, AD FILM SCRIPTS AND FILM SCRIPTS)
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SUBJECT CODE: ENV4B

SUBJECT NAME: ENVIRONMENTAL STUDIES

CO1	To demonstrate critical thinking skills in relation to environmental affairs.
CO2	To demonstrate knowledge and application of communication skills and the ability to write effectively in a variety of contexts.
CO3	To demonstrate the ability to integrate various disciplines and fields that intersects with environmental concerns.
CO4	To demonstrate awareness, knowledge, and appreciation of the intrinsic values of ecological processes and communities.
CO5	To understand and evaluate the global scale of environmental problems

SEMESTER – V

SUBJECT CODE: SY25A MANAGEMENT

SUBJECT NAME: TELEVISION PRODUCTION

CO1	From production process to Multicam TV production. The students will know the process from scripting a television program to shooting it to finally taking an out of the program. Also includes sound production.
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SUBJECT CODE: SY25B

SUBJECT NAME: COMMUNICATION ASTHETICS

CO1	Aesthetics itself reveals about this paper. The students will know the various parameters needed for making an accomplished audio – visual product. How to produce anaesthetically charming product.
CO2	Knowledge on Communication aesthetics, 2D and 3D field and its applications in visual media
CO3	Knowledge of light and shade and color and its terminologies and lighting equipment's and accessories in depth
CO4	Knowledge of fourth dimensional field time, objective time and subjective time and editing principles in relation to time, screen time and real time
CO5	Knowledge of fifth dimensional field, sound structures and sound picture combinations

SUBJECT CODE: SY25C

SUBJECT NAME: GRAPHICS AND ANIMATION

CO1	Practical and theoretical knowledge about the basics of graphics and animation.
CO2	Knowledge of graphics and animation, basics of digital technologies, aesthetics and design of computer graphics
CO3	Knowledge of CG application areas and equipment, CG standards and formats
CO4	Knowledge of 2D images and graphics, 3 – D modeling, rendering color and rendering model
CO5	Knowledge of animation, dynamics, multimedia systems, products and platforms, recent developments in software and hardware systems



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SUBJECT CODE: VAE5Q

SUBJECT NAME: VALUE EDUCATION

CO1	To learn about philosophy of Life and Individual qualities.
CO2	To learn and practice social values and responsibilities.
CO3	To learn more of Engineer as Responsible Experimenter.
CO4	To learn more of Risk and Safety assessment with case studies.
CO5	To understand the importance of value -based living

SEMESTER – VI

SUBJECT CODE: SY26B AND SOCIETY

SUBJECT NAME: COMMUNICATION CULTURE

CO1	The students will know about the different aspects of culture and society around India and the world. How media is related to society and culture.
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SUBJECT CODE: SY26A

SUBJECT NAME: MEDIA ORGANIZATION

CO1	Will have knowledge about the structure and flowcharts of different media organization. Media organization range from public to private. Will know how management is done in different media organizations in India.
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SUBJECT CODE: SY451

SUBJECT NAME: VIDEO EDITING PRACTICAL

CO1	Practical knowledge is given for students in video editing. Types of editing. Finally, they will be able to produce their own song where in their editing skills are tested.
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SUBJECT CODE: SY46Q

SUBJECT NAME: PROJECT

CO1	Students are made to produce a short film own. Students will have an understanding on the different stages of film and documentary production- From writing a story to scripting it, and finally producing it. They will also specialize in graphics or in sound production also. Internship is also compulsory.
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SUBJECT CODE: SY261

SUBJECT NAME: INTERNSHIP

CO1	Knowledge from media industry practical training and hands on exposure to media practice from the leading organizations in television, radio, social media, film making, animation industry, special effects lab, video and audio editing studios
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SUBJECT CODE: SY461
PRACTICAL

SUBJECT NAME: 3 D ANIMATION IN

CO1	Knowledge and technical expertise in advanced animation softwares and its applications in the industry
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DEPARTMENT OF PSYCHOLOGY

PROGRAMME NAME | BACHELOR OF PSYCHOLOGY

PROGRAMME OUTCOMES

PO1: Acquire the knowledge in various facets in Psychology.

PO2: Demonstrate the acquisition of both factual knowledge and the ability to conceptualize and apply the knowledge of Psychology to their own behaviour, to ways of interacting with others, and to their roles in the society.

PO3: Extend the knowledge base in psychology to apply principles of the scientific method and critical thinking.

PO4: Implement the psychological principles to the society's well-being by helping people understand their behaviours, emotions and managing them to lead a better lifestyle.

PO5: Appreciate the contribution of psychologist at every aspect of human life

SEMESTER – I

SUBJECT CODE: ST21A

SUBJECT NAME: GENERAL PSYCHOLOGY -I

CO1	Explain the nature, scope, methods and branches of various fields of Psychology
CO2	Summarize the fundamental processes underlying human behaviour such as sensation, perception and attention
CO3	Relate the nature of consciousness and the underlying theoretical interpretations and describe the various stages of sleep & dreams
CO4	Outline and compare the nature, principles and the various theories of learning
CO5	Summarize and compare the various functions and memory processes involved in memory and forgetting



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SUBJECT CODE: ST21B PSYCHOLOGY - I

SUBJECT NAME: BIOLOGICAL

CO1	Explain the research methods and perspectives of biopsychology and the reciprocal relationship between brain and behavior
CO2	Illustrate the anatomy and function of the neural cell
CO3	Relate how neurons communicate with each other
CO4	Name the divisions of the nervous system, its chief structure and functions
CO5	Outline the role of Endocrine glands and Hormones in influencing Human Behaviour

SUBJECT CODE: ST31A INDIAN PSYCHOLOGY

SUBJECT NAME: INTRODUCTION TO

CO1	Outline the fundamental concept of Indian Psychology in comparison with Western Psychology concepts
CO2	Examine various concepts of Indian Psychology on Personality and states of consciousness through Upanishads, Nyaya, Advaita Vedanta etc
CO3	Illustrate the ideas of Yoga and apply the knowledge for self-development
CO4	Analyzing various religious school of thought in explaining the concept of Mind
CO5	Apply the concept of Indian psychology in various fields like counselling, education, organizational behavior etc.

SEMESTER – II

SUBJECT CODE: ST22A

SUBJECT NAME: GENERAL PSYCHOLOGY -II

CO1	Spell out the different types of cognition, thinking processes, decision making and language development
CO2	Summarize the various theories of Motivation, frustration and conflicts language development
CO3	Outline the characteristics and theories of emotions and stress
CO4	Explain the nature, theories and assessment of Intelligence, Emotional Intelligence and creativity
CO5	Analyze various theories of Personality and describe the assessment & application of the Personality tests



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SUBJECT CODE: ST22B PSYCHOLOGY - II

SUBJECT NAME: BIOLOGICAL

CO1	Outline the biological basis of Sleep & Dream and various sleep disorders
CO2	Explain brain development and neuro plasticity
CO3	Summarize the brain mechanism involved in regulating thirst, hungry and feeding
CO4	Relate biopsychology of emotions in relation to stress and ill health
CO5	Identify the brain areas associated with learning& memory and outline the causes of memory disorders

SUBJECT CODE: ST32A COMMUNITY PSYCHOLOGY

SUBJECT NAME: INTRODUCTION TO

CO1	Define and explain the core values of community psychology in Indian context
CO2	Analyse and evaluate various socio-cultural psychological models and behaviours of Indian youth
CO3	Critically examine the socio-economic indicators and its impact on development
CO4	Appraise the role of human development and family structure on Mental Health
CO5	Develop preventive measures and design promotion programmes for better community development

SEMESTER – III

SUBJECT CODE: ST23A PSYCHOLOGY - I

SUBJECT NAME: DEVELOPMENTAL

CO1	Summarize the developmental stage of conception through birth
CO2	Explain the developmental stage of infancy and babyhood
CO3	Recall the various developmental process of early and late childhood
CO4	Relate various Developmental stages of socialization, family relations and personality development



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SUBJECT CODE: ST231

SUBJECT NAME: EXPERIMENTAL PSYCHOLOGY

CO1	Demonstrate the effect of distraction, division and span of attention
CO2	Explain the factors involved in errors of perception
CO3	Demonstrate the concepts of transfer of learning, trial and error learning, insight learning and learning through the knowledge of results
CO4	Relate to one's own level of aspiration and achievement motivation
CO5	Relate to one's own level of aspiration and achievement motivation
CO6	Illustrate the use of the motor-skills in manual and tweezer dexterity
CO7	Demonstrate assessment of IQ levels

SUBJECT CODE: ST33A IN PSYCHOLOGY

SUBJECT NAME: STATISTICS

CO1	Explain the different levels of measurement and methods of organizing data in statistics
CO2	Make use of mean, median, mode and variability
CO3	Illustrate and apply the concepts of normal distribution
CO4	Find out correlation
CO5	Test for significance in hypotheses testing
CO6	Select and utilize appropriate non-parametric statistics

SEMESTER – IV

SUBJECT CODE: ST24A PSYCHOLOGY - II

SUBJECT NAME: DEVELOPMENTAL

CO1	Summarize the developmental process of puberty and adolescence
CO2	Relate the various development process of young adulthood
CO3	Explain the developmental tasks of middle age
CO4	Identify problems related to old age

SUBJECT CODE: ST241 ASSESSMENT

SUBJECT NAME: PSYCHOLOGICAL

CO1	Assess Personality, Aptitude & Interest and interpret the results
CO2	Measure and interpret achievement test, stress and coping levels
CO3	Select appropriate test to measure attitude, behavior & creativity and discuss the results



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SUBJECT CODE: ST34A AND ADVERTISING

SUBJECT NAME: CONSUMER BEHAVIOR

CO1	Explain the field and scope of consumer behaviour and impact of new technology on marketing strategies
CO2	Outline the different aspects of research in the field of consumer process
CO3	Apply concepts of motivation and perception on consumer behaviour
CO4	Explain the features, goals, functions, types and models of advertising
CO5	Determine the framework in advertising, role of media in advertising and ethical standards in advertising

SUBJECT CODE: ENV4B

SUBJECT NAME: ENVIRONMENTAL STUDIES

CO1	To demonstrate critical thinking skills in relation to environmental affairs.
CO2	To demonstrate knowledge and application of communication skills and the ability to write effectively in a variety of contexts.
CO3	To demonstrate the ability to integrate various disciplines and fields that intersects with environmental concerns.
CO4	To demonstrate awareness, knowledge, and appreciation of the intrinsic values of ecological processes and communities.
CO5	To understand and evaluate the global scale of environmental problems

SEMESTER – V

SUBJECT CODE: ST25A

SUBJECT NAME: ABNORMAL PSYCHOLOGY-I

CO1	Distinguish between normal & abnormal behavior and outline the historical background and need for classification
CO2	Summarize the various models of abnormality
CO3	Identify clinical features and causes of neurodevelopmental disorder, conduct disorder & neurocognitive disorder
CO4	Explain the clinical features and causal factors of anxiety related disorder
CO5	Outline the clinical features and causal factors of somatic and dissociative disorder



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SUBJECT CODE: ST25B

SUBJECT NAME: SOCIAL PSYCHOLOGY-I

CO1	Outline the nature, history, principles and scope of social psychology and methods used in social psychology research
CO2	Illustrate the significance of self- presentation behaviors in relation to the multifaceted development of the self
CO3	Infer the interconnections between attitude and behavior
CO4	Compare the reasons of conformity, compliance and obedience
CO5	Summarize the conditions promoting helping behavior and infer conditions of bystander effect

SUBJECT CODE: ST25C

SUBJECT NAME: INTRODUCTION TO

RESEARCH METHODOLOGY

CO1	Explain the needs, objectives, importance, problem and process of research based on review of literature
CO2	Identifying research problems and formulating hypothesis
CO3	Distinguish between the different types of sampling
CO4	Examine the methods used in data collection
CO5	Demonstrate an understanding of writing a research report

SUBJECT CODE: ST25D

SUBJECT NAME: HEALTH PSYCHOLOGY

CO1	Outline the definition and scope of Health Psychology
CO2	Explain the various models of health behavior
CO3	Identify types of pain, symptoms and suitable intervention
CO4	Summarize theories of stress, sources of stress and coping
CO5	Explain health promoting strategies

SUBJECT CODE: ST45A

SUBJECT NAME: SPORTS PSYCHOLOGY

CO1	Explain the need, importance and research methods in sports psychology
CO2	Relate physical activity and Mental Health
CO3	Describe the nature, measurement of attitude towards sports behavior
CO4	Classify various abilities and skills
CO5	Explain the prevalence, etiology and intervention of alcohol and drug use among athletes

SUBJECT CODE: VAE5Q

SUBJECT NAME: VALUE EDUCATION

CO1	To learn about philosophy of Life and Individual qualities.
CO2	To learn and practice social values and responsibilities.
CO3	To learn more of Engineer as Responsible Experimenter.
CO4	To learn more of Risk and Safety assessment with case studies.
CO5	To understand the importance of value -based living



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SEMESTER – VI

SUBJECT CODE: ST26A

SUBJECT NAME: ABNORMAL PSYCHOLOGY II

CO1	Explain the causes of unipolar and bipolar disorder and treatment
CO2	Outline the clinical feature, causal factor and treatment of schizophrenia and other psychotic disorder
CO3	Summarize types, causes and treatment of Personality disorder
CO4	Explain the types, causal and treatment of substance related disorder
CO5	Identify the different types of prevention and summarize the different models of therapies

SUBJECT CODE: ST26B

SUBJECT NAME: SOCIAL PSYCHOLOGY II

CO1	Outline the theories of persuasion and illustrate the factors in resisting persuasion
CO2	Determine the influence of various group behaviors in relation to individual's performance
CO3	Outline the nature, sources and consequences of prejudice and illustrate methods to counteract effects of prejudice
CO4	Summarize the theories of aggression and strategies to regulate aggression
CO5	Identify the dynamics of intimate relationships in relation to internal and external sources of attraction

SUBJECT CODE: ST26C

SUBJECT NAME: INTRODUCTION TO

THEORIES OF PERSONALITY

CO1	Explain the concept, assessment, measurement and research methods of Personality
CO2	Outline the various psychoanalytic perspectives of Personality
CO3	Summarize the life span and trait perspective of Personality
CO4	Outline the existential humanistic perspective of Personality
CO5	Explain Behavioural, Cognitive and Social perspectives of personality



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SUBJECT CODE: ST46B

SUBJECT NAME: GUIDANCE AND

COUNSELLING PSYCHOLOGY

CO1	Identify the need and importance of counselling in the current context
CO2	Explain the various approaches in counselling and the types, uses & diagnosis in counselling process
CO3	Summarize the interpretation of psychological tests in counselling
CO4	List the qualities of an effective counsellor
CO5	Identify the special areas of counselling
CO6	Spell out the ethical guidelines laid down by the American Psychological Association and the role of counsellor in promoting good Mental Health

SUBJECT CODE: ST46B

SUBJECT NAME: HUMAN

RESOURCE MANAGEMENT

CO1	Outline the basic concepts of human resource management
CO2	Relate the need for job analysis in relation to Human Resource Planning and Recruiting
CO3	List strategies for analysing training needs and developing employees
CO4	Explain the techniques of performance appraisal
CO5	Spell out how stress management, conflict management and employee empowerment help in employee motivation



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DEPARTMENT OF ENGLISH

PROGRAMME NAME | BACHELOR OF ARTS ENGLISH LITERATURE

PROGRAMME OUTCOMES

The students will be able to

PO1: demonstrate knowledge of literature as a discipline by studying a range of literary texts written in English or translated into English from the past to present times

PO2: show an understanding of the significant historical, political, and social backgrounds relevant to the literary texts studied

PO3: derive an understanding of a variety of literary forms, styles, and structures for close analysis of texts

PO4: appreciate literature as a source of understanding ideologies, practical wisdom, and aesthetic pleasure

PO5: apply language in academic and non-academic contexts and in a standardised system for communication.

SEMESTER – I

SUBJECT CODE: AG21A
LITERATURE I

SUBJECT NAME: BRITISH

CO1	Students will remember social and historical events of 16 th 17 th , and 18 th centuries.
CO2	Students will understand their impact on English writers and works
CO3	Students will compare works of different authors of the same literary period
CO4	Students will analyze the themes and styles in English poetry, drama, and fiction written
CO5	Students will assess different works of the same author(s)



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SUBJECT CODE: AG21B

SUBJECT NAME: SHAKESPEARE

CO1	Students will recollect features of Elizabethan theatre along with Shakespeare's life and works
CO2	Students will identify the generic diversity in Shakespearean plays and describe significant features of Shakespearean oeuvre
CO3	Students will analyze prominent themes in Shakespearean plays
CO4	Students will synthesize acquired knowledge to critique his plays and enact

SUBJECT CODE: AG31A ENGLISH LITERATURE – I

SUBJECT NAME: BACKGROUND TO

CO1	Students will identify and define basic terms and concepts which are needed for advanced courses in British Literatures.
CO2	Students will write brief notes on seminal literary forms and devices.
CO3	Students will write brief essays on seminal writers and their period in Medieval Europe.
CO4	Students will write brief essays on the historical background of the same period.
CO5	Students will describe the distinct periods of British Literature.

SUBJECT CODE: ST51A training

SUBJECT NAME: NME – Social skill

CO1	To define the concept of social skills and various types of social skills.
CO2	To describe the assessment of social skills.
CO3	Identify the components and uses of social skills training.
CO4	To make use of basic and advance social skills.
CO5	To explain the techniques of improving social skills.

SEMESTER – II

SUBJECT CODE: AG22A

SUBJECT NAME: BRITISH LITERATURE II

CO1	Students will identify the basic terms and concepts for advanced courses in BL
CO2	Students will define the concepts needed for advanced Courses
CO3	Students will know the important works of mainstream writers from Augustan and Romantic age
CO4	Students will describe the distinct features of BL
CO5	Students will analyze the interpret seminal period with close reading



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SUBJECT CODE: AG22B ENGLISH

SUBJECT NAME: INDIAN WRITING IN

CO1	Students will understand the evolution of Indian Writing in English
CO2	Students will identify the influence of Classical Indian tradition and the impact of western colonization
CO3	Students will analyze Indian ethos found in the representative texts
CO4	Students will evaluate the Indian English texts from postcolonial perspective
CO5	Students will understand the background concepts of IWE

SUBJECT CODE: AG23A ENGLISH LITERATURE – II

SUBJECT NAME: BACKGROUND TO

CO1	Students will identify and define basic terms which are needed for advanced courses in BL
CO2	Students will describe the distinct periods of BL
CO3	Students will identify the brief notes on literary forms
CO4	Students will write brief essays on seminal writers from Augustan, Romantic and Victorian Age.
CO5	Students will write brief essays on the historical background of the same period.

SUBJECT CODE: ST52A TRAINING

SUBJECT NAME: NME – SELF ESTEEM

CO1	Explain the concept, development and traits of self-esteem.
CO2	Relate self-belief and self-esteem.
CO3	Assess various emotions & compare the assertive and aggressive behavior.
CO4	Develop and improve personal healthy relationships.
CO5	Outline the factors influencing self-esteem



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SEMESTER – III

SUBJECT CODE: LZ13C APPRECIATION

SUBJECT NAME: LITERARY

CO1	Students will show their understanding of the significance of studying literature in the modern context and express their knowledge of the different literatures in English around the world.
CO2	Students will illustrate their learning of the different genres and literary forms in English.
CO3	Students will demonstrate their knowledge of styles, devices, elements/conventions in prose, poetry, drama and narrative.
CO4	Students will show enhancement of their knowledge of literary terms.
CO5	Students will be able to read, understand and make a critical appreciation of literary works

SUBJECT CODE: AG23A LITERATURE III

SUBJECT NAME: BRITISH

CO1	Will identify and define basic terms and concepts which are needed for advanced courses in British literature
CO2	Will write brief essays describing the distinct features of the important works of mainstream writers from Victorian Age and Twentieth Century
CO3	Will analyze and interpret seminal poetry of the period with close reading
CO4	Will understand life in a logical manner
CO5	Will analyze life in a more intensive method

SUBJECT CODE: AG23B ENGLISH LANGUAGE PAPER- I

SUBJECT NAME: ASPECTS OF

CO1	Will show their understanding of language and its Features
CO2	Will demonstrate their understanding of English Grammar
CO3	Will use English language correctly
CO4	Will distinguish between correct and incorrect use of the language.
CO5	Will know the Origin of Language – Divine Source, Natural sound source, Oral Gesture, Glotto Genetics



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SUBJECT CODE: AG33A ENGLISH LITERATURE – III

SUBJECT NAME: BACKGROUND TO

CO1	Will identify and define basic terms and concepts which are needed for advanced courses in British literature
CO2	Will describe the distinct periods of British literature
CO3	Will write brief notes on literary forms
CO4	Will write brief essays on seminal writers from Britain in the Twentieth century
CO5	Will write brief essays on the historical background of the same period

SEMESTER – IV

SUBJECT CODE: LZ14C

SUBJECT NAME: ACADEMIC WRITING

CO1	Will gain a scholarly understanding in writing about literature.
CO2	Will adopt a more organized approach to academic writing by acquiring the required writer's resources
CO3	Will identify the broad categories in academic writing styles and use their format appropriately
CO4	Will improve accuracy in writing by editing sentences, using apt punctuations, avoiding common errors and by ensuring cohesion and coherence
CO5	Will write academically with the ability to analyze, convey understanding, think critically, and focus on technique and style.

SUBJECT CODE: AG24A PAPER I

SUBJECT NAME: AMERICAN LITERATURE

CO1	Will trace the origin and history of American Literature.
CO2	Will understand the cultural, political, and stylistic protocols that governed early American literature.
CO3	Will know the impact of Puritanism and significance
CO4	Will learn the structure of Transcendentalism.
CO5	Will assess thematic aspects of literary texts as a part of cultural and historical movements in America.



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SUBJECT CODE: AG24B LANGUGAE PAPER- II

SUBJECT NAME: ASPECTS OF ENGLISH

CO1	Will use English with an understanding of the sounds present in the language
CO2	Will use English words with a thorough understanding of their structure and meaning.
CO3	Will learn the Introduction to Phonetics and Phonology
CO4	Will know the Position of the Vocal Cords, Position of the Soft Palate, Place of Articulation, Manner of Articulation
CO5	Will learn the Morphology and Word Formation

SUBJECT CODE: AG34A

SUBJECT NAME: BACKGROUND TO EUROPEAN AND AMERICAN LITERATURE

CO1	Will identify and define basic terms and concepts which are needed for advanced courses in European and American Literature
CO2	Will learn the historical background of European and American literatures
CO3	Will understand the Western Christendom, Papacy, Charlemagne, Carolingian heritage, Mediterranean Europe, Vikings, Anglo-Saxon ENG
CO4	Will learn the History and culture of the United States of America
CO5	Will learn the narrative of American literature; The New world; Puritan myth; American exceptionalism; Myth of the frontier; American Dream; American Pastoralism, Multiculturalism

SUBJECT CODE: ENV4B

SUBJECT NAME: ENVIRONMENTAL STUDIES

CO1	To demonstrate critical thinking skills in relation to environmental affairs.
CO2	To demonstrate knowledge and application of communication skills and the ability to write effectively in a variety of contexts.
CO3	To demonstrate the ability to integrate various disciplines and fields that intersects with environmental concerns.
CO4	To demonstrate awareness, knowledge, and appreciation of the intrinsic values of ecological processes and communities.
CO5	To understand and evaluate the global scale of environmental problems



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SEMESTER – V

SUBJECT CODE: AG25A PAPER II

SUBJECT NAME: AMERICAN LITERATURE

CO1	Will enable the students to understand the evolution of American literature through the study of seminal texts
CO2	Will evaluate new forms of space, identity, and writing that transformed canonical English literary structures
CO3	Will assess thematic aspects of literary texts as a part of cultural and historical movements in America
CO4	Will learn culture of the United States of America
CO5	Will identify and define basic terms and concepts

SUBJECT CODE: AG25B IN TRANSLATION

SUBJECT NAME: WORLD CLASSICS

CO1	At the end of this course students will be able to understand World Literature
CO2	Will learn about life through human history
CO3	Shall acquire historical and cultural knowledge of the Past
CO4	Will develop critical thinking by being exposed to brilliant minds
CO5	Will write a few essays on a few writers and their works.

SUBJECT CODE: AG25C LANGUAE PAPER- III

SUBJECT NAME: ASPECTS OF ENGLISH

CO1	Will introduce learners to the different ways in which language is used
CO2	Will sensitize learners to the different ways in which English is spoken in India
CO3	To sensitize learners to the differences between American and British English
CO4	Will enhance writing skills of learners
CO5	Will use language in the technological world

SUBJECT CODE: AG25D

SUBJECT NAME: INTRODUCTION TO LITERARY THEORY AND CRITICISM

CO1	Students will remember the critical thinkers or philosophers and their seminal works
CO2	Students will understand the significance of major critical theories
CO3	Students will analyze the themes and structure of literary Works
CO4	Students will examine dominant ideologies in a literary Work
CO5	Students will evaluate a literary work using a theoretical Framework



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SUBJECT CODE: AG45A

SUBJECT NAME: ELECTIVE – INTRODUCTION TO JOURNALISM

CO1	To trace the history of journalism in India and discuss the aspects of Press and its governing principles
CO2	Analyse the importance of news agencies, advertisements, Photographic Journalism, and News Media
CO3	To evaluate the elements of reporting in the print, radio, television, and online platforms
CO4	To utilize their content writing, editing, and proof-reading skills for freelance employment
CO5	To consider journalism as a career

SUBJECT CODE: VAE5Q

SUBJECT NAME: VALUE EDUCATION

CO1	To learn about philosophy of Life and Individual qualities.
CO2	To learn and practice social values and responsibilities.
CO3	To learn more of Engineer as Responsible Experimenter.
CO4	To learn more of Risk and Safety assessment with case studies.
CO5	To understand the importance of value -based living

SEMESTER – VI

SUBJECT CODE: AG26A

SUBJECT NAME: POSTCOLONIAL

LITERATURES IN ENGLISH

CO1	Define the problems and consequences of colonization
CO2	Identify key authors, and literary forms in postcolonial Literature
CO3	Understand how ancestry, race, class, gender, history, and identity are presented in the literary texts
CO4	Examine the use of English language by the colonized
CO5	Think critically about the contexts of exploration and colonialism in relation to postcolonial societies



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SUBJECT CODE: AG26B LITERATURE

SUBJECT NAME: CONTEMPORARY

CO1	Will identify the influence of multiculturalism, globalization, and hybridity on contemporary literature
CO2	Will understand the concepts like alienation, identity crisis, and acculturation with respect to diaspora writing
CO3	Will examine the representation of contemporary issues in literature
CO4	Will categorise the major streams of thought in the prescribed texts
CO5	Will evaluate the thematic concerns and writing styles in contemporary literature

SUBJECT CODE: AG26C LITERATURES IN ENGLISH

SUBJECT NAME: INDIAN

CO1	Will remember the background of Indian literary tradition and the significance of Indian aesthetics
CO2	Will understand the characteristic features of Regional Indian Literature in translation
CO3	Will develop a basic perception about the difficulties, possibilities, and challenges in translating a text
CO4	Will analyze the regional elements in the prescribed Texts
CO5	Will evaluate the skills involved in translation of regional Indian literature into English Background concepts

SUBJECT CODE: AG46B WRITING

SUBJECT NAME: ELECTIVE – WOMEN'S

CO1	The course is designed to enable students to participate in critical and theoretical debates surrounding women's writing.
CO2	The course will enable the students to interpret literary works by women.
CO3	Students will be able to advance their idea of women as active participants in politics and national development.
CO4	To understand cultural, intercultural, and trans historical concerns relating to women's writing.
CO5	This course is meant to acquaint the students to the body of literature written by women around the world, tracing the feminist consciousness and its evolution.



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SUBJECT CODE: AG46F
AND LITERATURE

SUBJECT NAME: ELECTIVE – FILM

CO1	Define what is cinema and its genres
CO2	Identify the aspects of translation from text to screen-visual representation
CO3	Demonstrate a knowledge of film narrative and techniques
CO4	Explain the terminologies for analyzing images, sound and costume in narrative film
CO5	Synthesize the themes and issues portrayed in both forms → critically review a film



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DEPARTMENT OF COMMERCE

PROGRAMME NAME BACHELOR OF COMMERCE (GENERAL)

PROGRAMME OUTCOMES

Students will acquire,

PO1: knowledge of Commerce and its scope and importance in various areas such as Production, Distribution, Stock Market, commodity market, Marketing, Agricultural, Industrial, Banking, Law and Social Sciences etc.

PO2: information about various Forms of Commercial organizations in India and their functions for societal developments,

PO3: knowledge of various types of Business Units, their organization and evaluation of summary measures such as Profit and losses, Fund flow and cash flow, Changes in Direct and Indirect taxes, new venture of Business and new handling of Business Data.

PO4: knowledge of other Allied Subjects reflecting quality characteristics including concepts of Various Subjects.

PO5: insights into preliminary exploration of different subjects. (f) Knowledge of Law, statistics, Operation Research, cost accounts, Management accounting, Financial and corporate accounts and other updated Taxes etc.

SEMESTER – I

SUBJECT CODE: CZ21A
ACCOUNTING

SUBJECT NAME: FINANCIAL

CO1	To know about basic concepts of accounting
CO2	To Know About Depreciation and Insurance Claims
CO3	To introduce single entry system of accounts
CO4	To Understand About Rectification of Errors and Bank Reconciliation Statement
CO5	To gain knowledge on preparation of accounts in Hire purchase and Instalment system.



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SUBJECT CODE: CZ21B

SUBJECT NAME: BUSINESS COMMUNICATION

CO1	To facilitate the students to understand the concept of communication.
CO2	Make the students to know the basic techniques of the modern forms of communication.
CO3	Enable the students to write the correspondence letter.
CO4	To acquire knowledge about report writing and meeting reports.
CO5	To develop understanding about business letter.

SUBJECT CODE: CZ31A

SUBJECT NAME: BUSINESS ECONOMICS

CO1	Understanding the basic concepts of Business Economics
CO2	Basic concepts of demand, supply and equilibrium and their determinants
CO3	Understanding the theory of consumer behavior
CO4	Design competition strategies including production function, costing, pricing and product differentiation
CO5	Analyze operations of markets under varying competitive conditions

SEMESTER – II

SUBJECT CODE: CZ22A ACCOUNTING

SUBJECT NAME: ADVANCE FINANCIAL

CO1	To understand the accounting procedure for different kinds of business like – branch, Department and Royalty Accounts.
CO2	To understand the Accounting Procedure for dissolution of partnership under different methods.
CO3	To understand the treatment of partnership accounting.
CO4	Use the principles of Garner Vs Murray in cases of Insolvency of Partners.
CO5	Explain the knowledge of accounting principles in Partnership with respect to Admission, Retirement and Death of a partner.

SUBJECT CODE: CZ22B

SUBJECT NAME: PRINCIPLES OF MANAGEMENT

CO1	To develop knowledge about evolution of management thoughts.
CO2	To better understanding of planning and decision making.
CO3	To give an idea about organization structure and different types of organization.
CO4	Outline the concepts of Organizing with respect to Authority relationships, Delegation and Decentralization.
CO5	To provide idea about motivation, importance of communication and Principles of coordination.



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SUBJECT CODE: CZ32A

SUBJECT NAME: INDIAN ECONOMY

CO1	Explain the nature of Indian economy and Different economic systems.
CO2	Know about the poverty and unemployment problems in India and its measures to eradicate it.
CO3	Explain the economic policies and infrastructure development in India.
CO4	Take part in the Economic Reforms in India by becoming a part of the nation.
CO5	Know how the banks are creating credit and how the Reserve Bank of India is controlling the credit created by Banks

SEMESTER – III

SUBJECT CODE: CZ23A

SUBJECT NAME: CORPORATE ACCOUNTING

CO1	To familiarize students with the accounting treatment for issue shares and debenture to run
CO2	Enabling the students to understand the features of Shares and Debentures.
CO3	Develop an understanding about redemption of Shares and Debenture and its types.
CO4	To enable students to prepare the financial statements of Joint Stock Companies.
CO5	To understand the procedure for valuing the goodwill and shares of Companies to acquire a business.

SUBJECT CODE: CZ23B

SUBJECT NAME: BUSINESS LAW

CO1	To understand the concepts of business law
CO2	To understand the procedure of application of the business law in various aspects.
CO3	To assist the students to learn the elements of general contract.
CO4	To enable the students to understand and deal with various contracts in his/her day-to-day life, be it for his business or profession.
CO5	To enable the students to learn and understand the special contracts.



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SUBJECT CODE: CZ23C THEORY & PRACTICE

SUBJECT NAME: BANKING LAW,

CO1	Analyze simple fact situations
CO2	Apply basic banking concepts to simple fact situations.
CO3	Apply an understanding of the different ways to use the bank properly.
CO4	To understand the E-banking, Net Banking and Internet Banking process in Indian Banking Sector.
CO5	To learn the importance to be updated on the developments of the banking sector and practice the same

SUBJECT CODE: CZ23D

SUBJECT NAME: MARKETING

CO1	Explain how marketing is changing in a connected world.
CO2	To understand the nature of the marketing function and the importance of a marketing orientation within the modern organization.
CO3	To manage the marketing function as a practical entity based on relevant and appropriate management theory.
CO4	understand the role of middlemen, advertising and other promotional aspects of marketing
CO5	Understanding basic consumer rights, e-marketing and digital marketing systems

SUBJECT CODE: CZ33A

SUBJECT NAME: BUSINESS STATISTICS

CO1	To provide a strong foundation in the principles of statistics.
CO2	To emphasis only applications no proof required.
CO3	To introduce basic concepts of Statistics.
CO4	To provide Statistical techniques for business data analysis.
CO5	Apply quantitative and qualitative methods for data Collection, analysis and interpretation for business related research problem

SEMESTER – IV

SUBJECT CODE: CZ24A ACCOUNTING

SUBJECT NAME: ADVANCED CORPORATE

CO1	To gain accounting knowledge in advanced corporate accounting.
CO2	To prepare the students to take professional examinations viz., CA, ICWA, ACS.
CO3	Keep them aware about accounts of insurance companies.
CO4	Enable the students to gain an idea of liquidation of companies.
CO5	To introduce and develop knowledge of holding companies accounts.



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SUBJECT CODE: CZ24B

SUBJECT NAME: COMPANY LAW

CO1	Explain nature and kinds of companies and procedure for formation of companies.
CO2	Gain knowledge on the Memorandum of Association, Articles of Association and Prospectus and the doctrines of Ultra Vires Constructive Notice and Indoor Management.
CO3	Learn different ways of obtaining membership in a company and its termination and the procedure for transfer and transmission of shares.
CO4	Understand the provisions regarding conduct of meetings of the Board of Directors and Shareholders, Voting Rights and Resolutions, Procedure for Winding up and Law relating to Insolvency and Bankruptcy Code (IBC)
CO5	Outline the concept of LLP and discuss the Rights and Liabilities and the conversion of Firms, Private Companies and Unlisted Public companies.

SUBJECT CODE: CZ24C

SUBJECT NAME: FINANCIAL SERVICES

CO1	Outline the roles and functions of Indian financial market.
CO2	Analyse the money market and its instruments.
CO3	Evaluate the stock exchange operation and trading system.
CO4	Assess the working of mutual fund and venture capital by applying the theoretical concepts in real world situation.
CO5	Compare the various modes of lending finance and role of merchant bankers.

SUBJECT CODE: CZ24E

SUBJECT NAME: INDIRECT TAXATION

CO1	Outline the basic concepts of taxation.
CO2	Assess the framework of time, place of supply, reverse charge mechanism & related provisions.
CO3	Acquire the knowledge on the basis of assessment & returns to be filed.
CO4	Acquire knowledge on the basis of levy & provision relating to the supply of IGST & SGST.
CO5	Gain knowledge on Customs Act & related provisions.

SUBJECT CODE: CZ34A

SUBJECT NAME: OPERATIONAL RESEARCH

CO1	Understanding the concept of Operations research.
CO2	Understand the various techniques of solving problems.
CO3	Solving linear programming problems.



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SUBJECT CODE: ENV4B

SUBJECT NAME: ENVIRONMENTAL STUDIES

CO1	To demonstrate critical thinking skills in relation to environmental affairs.
CO2	To demonstrate knowledge and application of communication skills and the ability to write effectively in a variety of contexts.
CO3	To demonstrate the ability to integrate various disciplines and fields that intersects with environmental concerns.
CO4	To demonstrate awareness, knowledge, and appreciation of the intrinsic values of ecological processes and communities.
CO5	To understand and evaluate the global scale of environmental problems

SEMESTER – V

SUBJECT CODE: CZ25A ACCOUNTING

SUBJECT NAME: ELEMENTS OF COST

CO1	Outline the basic principles and concepts of cost accounting.
CO2	Prepare the statement of Cost and Provide insight into control of cost.
CO3	Prepare the statements relating to material purchase, issue and losses
CO4	Compute the Labour cost under various remuneration schemes
CO5	Analysis the different methods to compute overhead cost.

SUBJECT CODE: CZ25B

SUBJECT NAME: PRACTICAL AUDITING

CO1	Apply the concept of Audit, its principles and objectives.
CO2	Gain knowledge on the Importance of Internal Audit, Internal Check and Internal Control.
CO3	Apply the techniques of Vouching and Valuation of Assets and Liabilities in Auditing.
CO4	Acquire knowledge on the duties, rights and responsibilities of Auditor.
CO5	Prepare Audit report and gain knowledge on EDP auditing

SUBJECT CODE: CZ25D

SUBJECT NAME: FINANCIAL MANAGEMENT

CO1	Apply conceptual understanding about the role and functions of the finance manager in the new millennium.
CO2	Identify various components in the firm's capital structure and use leverages to construct an optimum capital structure.
CO3	Evaluate feasible financial alternatives while making long term Investments.
CO4	Assess various dividend policies adopted by firms.
CO5	Formulate day to day working capital requirements of the firm using working capital techniques.



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SUBJECT CODE: CZ45A

SUBJECT NAME: INCOME TAX - I

CO1	To impart knowledge on the basic principles of direct tax laws.
CO2	To equip students about the computation of income and taxation.
CO3	To introduce the students to the concepts of Income tax.
CO4	To give an insight into the different heads of income and the authorities under the Act.
CO5	Evaluate income from a business carried on or from the practice of a Profession.

SUBJECT CODE: VAE5Q

SUBJECT NAME: VALUE EDUCATION

CO1	To learn about philosophy of Life and Individual qualities.
CO2	To learn and practice social values and responsibilities.
CO3	To learn more of Engineer as Responsible Experimenter.
CO4	To learn more of Risk and Safety assessment with case studies.
CO5	To understand the importance of value -based living

SEMESTER – VI

SUBJECT CODE: CZ26A ACCOUNTING

SUBJECT NAME: ADVANCED COST

CO1	Apply the methods of job costing and contract costing in the respective industries.
CO2	Prepare process cost accounts in the processing industries and Determine in Operation Costing.
CO3	To make the students to understand the process of ascertaining, classification and controlling costs.
CO4	To enable the students to learn the various methods of cost elements.
CO5	To Construct the preparation of contract costing.

SUBJECT CODE: CZ26B

SUBJECT NAME: MANAGEMENT ACCOUNTING

CO1	To enlighten the students thought and knowledge on management Accounting.
CO2	Helps to give proper idea on financial statement analysis in practical point of view.
CO3	To introduce the concept of fund flow and cash flow statement.
CO4	To provide knowledge about budget control keeping in mind the scope of the concept.
CO5	To develop the know-how and concept of marginal costing with practical problems



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SUBJECT CODE: CZ26C DEVELOPMENT

SUBJECT NAME: ENTREPRENEURIAL

CO1	To encourage students to become entrepreneurs.
CO2	To enable the students to gain the schemes and area for entrepreneurship.
CO3	Motivate to utilize the facilities offered to become entrepreneurs.
CO4	Analyze the various functions of the financial and support institutions.
CO5	Assess and apply the various state and central government schemes.

SUBJECT CODE: CZ46A

SUBJECT NAME: INCOME TAX - II

CO1	To equip students about the computation of income tax.
CO2	To impart knowledge on the basic principles of direct tax laws.
CO3	To help students to apply the computation of income tax. Identify the different deductions available to an individual from Total income and the process of e-filing.
CO4	Assess taxable income & tax liability of an individual.
CO5	Demonstrate an understanding of set off & carry forward of losses and also identify the incomes exempt from tax.

SUBJECT CODE: CZ46B MANAGEMENT

SUBJECT NAME: HUMAN RESOURCE

CO1	Identify the Environment in which HR activities are carried on.
CO2	Analyse about the various processes of HR planning and compensation structure.
CO3	Select the various methods of recruitment and safety measures to be employed by the employees.
CO4	Assess about employee welfare and grievance handling.
CO5	Analyse on the latest trends in Human Resources Management.

SUBJECT CODE: CPZ6C

SUBJECT NAME: BUSINESS ENVIRONMENT

CO1	To understand business environment
CO2	To understand its significance in business.
CO3	To enable the students to have an overview of Various Environmental Factors of Business Viz. Economic, Political, Legal, social and Global.
CO4	To enable the students to appreciate the importance of environment and its impact on business and society.
CO5	To utilize leadership styles in strategic implementation and ethics.



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DEPARTMENT OF COMMERCE (CORPORATE SECRETARYSHIP)

PROGRAMME NAME

BACHELOR OF COMMERCE (CORPORATE SECRETARYSHIP)

PROGRAMME OUTCOMES

On completing the B.Com (CS) course, students will be equipped to inculcate the following attributes indicating a professional outlook in their discipline of study.

PO1: Proficient knowledge about laws, rules and regulations.

PO2: Interpretation of financial statements.

PO3: Interpersonal communication.

SEMESTER – I

SUBJECT CODE: AY21A

SUBJECT NAME: FINANCIAL ACCOUNTING

CO1	To understand business and its role in society
CO2	To have an understanding of Business ethics and CSR
CO3	To comprehend the business environment and various dimensions
CO4	To familiarise Technology integration in business
CO5	To introduce the importance and fundamentals of business research
CO6	Calculate profits or losses from incomplete records
CO 7	Students are equipped with the skill of preparing financial accounts.

SUBJECT CODE: AY21B

SUBJECT NAME: BUSINESS COMMUNICATION

CO1	Analyse of business letters
CO2	Prepare Letter of enquiry, quotations, circular, letter of recommendation
CO3	Discuss Company correspondence with shareholders, debenture holders and other stakeholders
CO4	Explain Report writing



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SUBJECT CODE: AY31A

SUBJECT NAME: INTERNATIONAL TRADE

CO1	Use international trade terms and concepts when communicating.
CO2	Explain the international trade concepts used in making global decision.
CO3	Use effective communication skills to promote respect and relationship for international trade.
CO4	Utilize information by applying a variety of business and industry software and hardware to major international trade function.
CO5	Demonstrate a basic understanding of international trade.

SUBJECT CODE: CC5AD OF MARKETING

SUBJECT NAME: BASIS OF RETAILS

CO1	To provide a sound understanding of the basic principles of marketing management and their applications in the business and industry.
CO2	State the recent developments in marketing
CO3	Analyse the factors that affect the buying decision of a consumer
CO4	Explain the various stages of product life cycle
CO5	To analyse the pricing policies and strategies adopted by businesses

SEMESTER – II

SUBJECT CODE: AY22A FINANCIAL ACCOUNTING

SUBJECT NAME: ADVANCED

CO1	Prepare Branch accounts and departmental accounts
CO2	Illustrate Hire purchase and instalment system
CO3	Describe Partnership accounts including admission, retirement and death of a partner and dissolution of partnership
CO4	To acquaint the students with the preparation of books of accounts of various types of business activities and application of important accounting standards.
CO5	Explain the concept of branch accounting and prepare accounts of branches

SUBJECT CODE: AY22B

SUBJECT NAME: CORPORATE MANAGEMENT

CO1	To understand the concept & functions and importance of management and its application.
CO2	To make the student understand principles, functions and different management theories
CO3	To learn decision thinking and problem skills.
CO4	To study effective Organization and Organization structure.
CO5	To teach a sense of responsibility and a capacity for business management



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SUBJECT CODE: AY32A

SUBJECT NAME: BUSINESS ECONOMICS

CO1	Familiarizes the students with the basic concepts of micro economics and its applications to business situations.
CO2	Guides the students towards understanding the real world market situations & business applications.
CO3	Enables understanding of the relationship between different market structures and how they compare and contrast with one another.
CO4	Enables understanding of how a firm sets price for its products by using different methods.

SUBJECT CODE: AR51B OF INSURANCE

SUBJECT NAME: FUNDAMENTALS

CO1	Apply the basic insurance knowledge and skills to his/her workplace.
CO2	Operate as lower level officers with insurance firms or run an insurance agency.
CO3	Acquire technical and practical skills needed in building careers in the insurance industry
CO4	Acquire knowledge selling, investigating and underwriting insurance business functions in the workplace.
CO5	Gain the necessary business ethics with special reference to the insurance industry

SEMESTER – III

SUBJECT CODE: AY23A

SUBJECT NAME: CORPORATE ACCOUNTING

CO1	Explain accounting treatment for Issue of shares, debentures and Redemption of preference shares Prepare Company final accounts
CO2	Describe procedure for the Valuation of goodwill and shares
CO3	Discuss Alteration of share capital
CO4	To make the students familiarise with Corporate Accounting procedures and to understand the Accounting for Companies
CO5	Understand the provisions relating to issue of shares at a discount, utilisation of securities premium account, right issue of shares, sweat equity shares.



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SUBJECT CODE: AY23B AND SECRETARIAL PRACTICE

SUBJECT NAME: COMPANY LAW

CO1	Summarize Procedure for incorporation of the company.
CO2	Analyze Sources of raising capital.
CO3	Evaluate Role and importance of Company Secretary and key managerial personnel.
CO4	explains the rights and obligations of the partners in a limited partnership
CO5	Discuss Matters to be stated in the prospectus.

SUBJECT CODE: AY33A

SUBJECT NAME: BUSINESS STATISTICS

CO1	Recognize, describe, and calculate the measures of location of data: quartiles and percentiles.
CO2	Recognize, describe, and calculate the measures of the center of data: mean, median, and mode.
CO3	Recognize, describe, and calculate the measures of the spread of data: variance, standard deviation, and range.
CO4	Analyse Correlation and Regression
CO5	Forecast Time series analysis and Calculate Index numbers

SEMESTER – IV

SUBJECT CODE: AY24A ACCOUNTING

SUBJECT NAME: ADVANCED CORPORATE

CO1	To equip the students with the preparation of financial statements of Insurance and Banking companies.
CO2	To understand the accounting procedure for reconstruction
CO3	To impart knowledge on Liquidation of Companies.
CO4	Explain the concept of Amalgamation and External reconstruction
CO5	Prepare the accounts of companies undergoing Amalgamation and External reconstruction



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SUBJECT CODE: AY24B

SUBJECT NAME: INDIRECT TAXATION

CO1	Explain Taxation and tax system in India
CO2	Enables learners to acquire the knowledge of Goods and Services
CO3	Discuss Central Excise, types of excise duties, levy and collection of tax and CENVAT
CO4	Demonstrate Customs duty, clearance of goods and baggage
CO5	Enumerate Central Sales Tax and provisions of Tamil Nadu VAT
CO6	Describe Services on which service tax is payable
CO7	Explores the process of Registration, place and value of supply and computation of tax liability

SUBJECT CODE: AY34A & MARKET OPERATIONS

SUBJECT NAME: SECURITIES LAWS

CO1	To aware the students about share and debt markets, and name their collective name.
CO2	To aware the students about the instruments of the money and bond markets.
CO3	To make them capable to distinguish between fixed-interest and interest-bearing markets.
CO4	To aware the students about the foreign exchange market and the organization of the financial markets.
CO5	To make them aware about the primary and secondary markets

SUBJECT CODE: ENV4B

SUBJECT NAME: ENVIRONMENTAL STUDIES

CO1	Discuss Scope and importance of EVS
CO2	Acquiring skills to help the concerned individuals in identifying and solving environmental problems.
CO3	Create Public Awareness on environmental issues
CO4	Enumerate Renewable and non-renewable natural resources
CO5	Describe Biodiversity, environmental pollution, environmental policies and practices.
CO6	Explain Link between human communities and the environment
CO7	Impart basic knowledge about the environment and its allied problems.



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SEMESTER – V

SUBJECT CODE: AY25A

SUBJECT NAME: COST ACCOUNTING

CO1	Explain Elements of cost and preparation of cost sheet and tenders.
CO2	Understand the significance of cost accounting in the modern economic environment.
CO3	Describe Procedure for preparation of Stores ledger
CO4	Select the costs according to their impact on business
CO5	Demonstrate Classification and apportionment of overheads
CO6	Explain Unit costing, Job costing, Process costing, Operation and Operating costing.
CO7	Differentiate methods of schedule costs per unit of production

SUBJECT CODE: AY52B

SUBJECT NAME: CORPORATE

GOVERNANCE AND ETHICS

CO1	To understand the business ethics for business, Government, Society.
CO2	Analyse corporate social Responsibility for and against the business.
CO3	Analyze various ethical codes in corporate governance in the society.
CO4	Analyze the Employees conditions and Business Ethics.
CO5	Understand Corporate Social Responsibility for the Government.
CO6	Analyse the Role of values for managers.
CO7	Understand Ethical issues in employer – employee relation.
CO8	Analyze the Ethical issues in Corporate Governance.

SUBJECT CODE: AY25C

SUBJECT NAME: BUSINESS LAW

CO1	Explain Basic concepts of Indian Contract Act.
CO2	Demonstrate recognition of the genuineness of assent in contract formation.
CO3	Communicate effectively using standard business and legal terminology.
CO4	Discuss Contract of Indemnity and Guarantee.
CO5	Demonstrate understanding of contract consideration and capacity
CO6	Enumerate Contract of agency
CO7	Demonstrate Law of Sale of goods and auction sale.



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SUBJECT CODE: AY25D & PRACTICE – I

SUBJECT NAME: INCOME TAX LAW

CO1	Explain basic concepts of Income tax and Income Tax Act, 1961
CO2	Acquire the complete knowledge of basic concepts of income tax
CO3	Determine Residential status
CO4	Understand the provisions of agricultural income
CO5	Describe Exempted income and Discuss Procedure for assessment
CO6	Explain Income tax provisions relating to computation of Income under the head salary, House property and Business or Profession.
CO7	Compute income under the head "Income from House Property.

SUBJECT CODE: AY45A

SUBJECT NAME: MARKETING

CO1	Evaluate Role and importance of marketing
CO2	Analyse Marketing environment and marketing segmentation.
CO3	Evaluate Marketing mix.
CO4	Evaluate Recent trends in marketing
CO5	Define basics of E- Marketing

SUBJECT CODE: VAE5Q

SUBJECT NAME: VALUE EDUCATION

CO1	To learn about philosophy of Life and Individual qualities.
CO2	To learn and practice social values and responsibilities.
CO3	To learn more of Engineer as Responsible Experimenter.
CO4	To learn more of Risk and Safety assessment with case studies.
CO5	To understand the importance of value -based living

SEMESTER – VI

SUBJECT CODE: AY26A

SUBJECT NAME: INDUSTRIAL LAWS

CO1	Explain Factories Act, 1948 (health, safety and welfare measures)
CO2	Demonstrate Payment of Wages Act, 1936 & Minimum Wages Act 1948 (minimum rate of wages, time of payment and responsibility of payment)
CO3	Describe Industrial Disputes Act, 1947 (strikes, lock outs, layoff and retrenchment)
CO4	Illustrate Trade Union Act, 1926 and The Contract Labour (Regulation & Abolition) Act 1970 (growth, function, amalgamation and dissolution of trade union, welfare and health of contract labour)
CO5	Demonstrate the Workmen Compensation Act, 1923 (distribution of compensation, medical examination, notice and claim)



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SUBJECT CODE: AY26B

SUBJECT NAME: MANAGEMENT ACCOUNTING

CO1	Explain Management accounting concepts and techniques for business decisions.
CO2	Discuss Analysis and interpretation of financial statements
CO3	Apply and analyze different types of activity-based management tools through the preparation of estimates.
CO4	Perform cost variance analysis and demonstrate the use of standard costs in flexible budgeting.
CO5	Prepare fund flow and cash flow statement, Ratio analysis
CO6	Explain Marginal costing
CO7	Analyze cost-volume-profit techniques to determine optimal managerial decisions.

SUBJECT CODE: AY26C DEVELOPMENT

SUBJECT NAME: ENTREPRENEURIAL

CO1	Explain Concept of entrepreneurship.
CO2	Analyze new concept/product/service ideas as an entrepreneur
CO3	Understand the creative process of opportunity identification and screening.
CO4	Discuss Role of financial institutions in the development of entrepreneurs.
CO5	Understand the business decisions involved in starting a new business venture.
CO6	Evaluate Parameters to assess opportunities and constraints for new business ideas and device a business plan.

SUBJECT CODE: AY26D & PRACTICE – II

SUBJECT NAME: INCOME TAX LAW

CO1	Explain Income tax provisions relating to computation of Capital gain and Income from other sources.
CO2	Apply Income tax provisions relating to Clubbing of income & set-off and carry forward of losses. Demonstrate Tax treatment of agricultural income
CO3	Explain Deductions u/s 80 C to 80 U
CO4	Illustrate Assessment of individuals and computation of tax liability

SUBJECT CODE: AY46Q

SUBJECT NAME: INSTITUTIONAL TRAINING

CO1	Associate the theory with the practice
CO2	Create a natural interest in the practical aspects of corporate sector
CO3	Develop skills to face challenges and problems corporate sector.
CO4	Provides learning experience to students.
CO5	Provides opportunity to students to synthesize knowledge from various areas of learning.



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SUBJECT CODE: CES6Q

SUBJECT NAME: EXTENSIONS ACTIVITIES

CO1	To develop an awareness and knowledge of social realities to have concern for the wellbeing of the community and engage in creative and constructive social action.
CO2	Understand the community in which they work.
CO3	Understand themselves in relation to their community.
CO4	Identify the needs and problems of the social and involve them in problem solving process.



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DEPARTMENT OF COMMERCE ACCOUNTING AND FINANCE

PROGRAMME NAME	BACHELOR OF COMMERCE ACCOUNTING AND FINANCE
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PROGRAMME OUTCOMES

PO1: Elaborate the fundamental of commerce, Accounting and Finance.

PO2: Apply accounting concepts & theories to involve and shine in the work environment with confidence & intelligence

PO3: Prioritize & work in solving dynamic challenges of the business environment and handle crisis at work

PO4: Summarize the knowledge acquired over the period of study making the learners industry ready with enhanced job skills and ability

PO5: Develop quantitative aptitude, presentation and analytical skills of the students

SEMESTER – I

SUBJECT CODE: CZ21A SUBJECT NAME: FINANCIAL ACCOUNTING

CO1	To develop an understanding of internal control issues.
CO2	To apply knowledge of generally accepted accounting principles (GAAP)
CO3	To know intellectual skills with this type of learning outcome.
CO4	To learner uses personal strategies to think, organize, learn and behave.
CO5	To identify own strengths and develop areas for growth

SUBJECT CODE: CZ21B SUBJECT NAME: BUSINESS COMMUNICATION

CO1	Describe the dimensions, methods and the barriers to communication
CO2	Outline the preparation of various business letters.
CO3	Elaborates the several essential business correspondences
CO4	Enables the students to outlay the different required reports needed for business
CO5	Develop awareness regarding new trends in modern communication.



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SUBJECT CODE: CA21A

SUBJECT NAME: FINANCIAL

PLANNING AND PERFORMANCE

CO1	To introduce the subject of financial planning and performance to the students and make them understand its process and levels.
CO2	To help students identify and link strategy formulation and implementation with environmental analysis
CO3	To provide information pertaining to budgeting and forecasting to the students to new formats.
CO4	To outline and illustrate how the return on investment for corporate strategy and control is related to corporate governance and help students relate their knowledge of India context to emerging trends of the global world
CO5	To explain the importance and use of standard cost system, purpose performance measures and discuss key performance indicators.

SEMESTER – II

SUBJECT CODE: CZ22A
ACCOUNTING

SUBJECT NAME: ADVANCED FINANCIAL

CO1	Determination of net income at the bottom of the income statement.
CO2	It is designed to prepare students to interpret and analyse financial statements effectively.
CO3	Prepare financial accounts for partnership firms in different situations of admission, retirement, death and insolvency of the partners.
CO4	Prepare financial statements for partnership firm on dissolution of the firm.
CO5	Employ critical thinking skills to understand the difference between the dissolution of the firm and dissolution of partnership.

SUBJECT CODE: CZ22B

SUBJECT NAME: PRINCIPLES OF MANAGEMENT

CO1	Introduces the Management Thoughts
CO2	Enables the students to plan and decision making in business solutions
CO3	Demonstrate the structure of organization and management of subordinates
CO4	Examine the procedures of recruitment and explains the power and Authority
CO5	Enriches the students in coordinating business with effective control.



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SUBJECT CODE: CA32B CONTROL

SUBJECT NAME: FINANCIAL ANALYTICAL

CO1	Collect all necessary and relevant qualitative and quantitative information require to develop a financial plan.
CO2	Use financial analysis techniques to evaluate firm performance.
CO3	Calculate budgeting and resource allocation and apply control techniques to enhance firm's effective performance.
CO4	Understand the application of modern management techniques and methods.
CO5	Today's business needs timely information that helps the business people to take important decision in business

SEMESTER – III

SUBJECT CODE: CZ23A

SUBJECT NAME: CORPORATE ACCOUNTING

CO1	The students will learn the accounting procedures of corporate undertaking and their financial statement preparations.
CO2	Understand the procedures for the Profit prior incorporation.
CO3	Demonstrate the preparation of company final accounts
CO4	Understand the valuation of goodwill and shares under Net asset Method and Yield Method
CO5	Draft a Final Accounts for Life Insurance Companies.

SUBJECT CODE: CA23A

SUBJECT NAME: FINANCIAL REPORTING

CO1	To explain the differences between management and financial accounting.
CO2	To identify the main financial statements and their purposes.
CO3	To describe the main elements of financial accounting information
CO4	To explain the general purposes and functions of accounting
CO5	To define bookkeeping and accounting.

SUBJECT CODE: CZ23C LAW AND PRACTICE

SUBJECT NAME: BANKING THEORY

CO1	Learn completely and enrich day to day activities of banks
CO2	Make use of several activities of bank
CO3	Utilizing negotiable instruments
CO4	The main learning outcome of this course is to provide the student an understanding of legal and regulatory aspects of banking.
CO5	Discuss the impact of government policy and regulations on the banking industry.



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SUBJECT CODE: CZ23D

SUBJECT NAME: MARKETING

CO1	The students will understand the basic concepts of marketing, marketing mix and recent trends in marketing
CO2	Identify evidence of marketing in everyday life
CO3	Demonstrate a clear understanding of the marketing concept
CO4	Describe the role of marketing in building and managing customer relationships
CO5	Describe how different types of organizations, such as non-profits, consumer product (B2C) firms and business-to-business (B2B) organizations, use marketing

SUBJECT CODE: CZ33B

SUBJECT NAME: RURAL ECONOMICS

CO1	To know the causes and effects of under developed, developing and developed rural economies.
CO2	Students understand the cause and effect of over population and problems associated with it.
CO3	To know the dependence and interdependence between agriculture and growth in economy.
CO4	To know the development of different types of industries – small, medium and large-scale industries.
CO5	To know the various means of transport and also understands the impact of poverty in our country and steps taken to eradicate the same.

SEMESTER – IV

SUBJECT CODE: CZ24A ACCOUNTING

SUBJECT NAME: ADVANCED CORPORATE

CO1	Evaluate the alteration of share capital and internal reconstruction
CO2	Gain knowledge on Amalgamation, absorption and external reconstruction.
CO3	Impart knowledge on Liquidator's final statement of account
CO4	Understanding on Consolidated statements of holding and subsidiary companies
CO5	Acquire knowledge on Final statements of banking companies



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SUBJECT CODE: CA24A LAW

SUBJECT NAME: CORPORATE BUSINESS

CO1	Explain the concepts in business laws with respect to foreign trade.
CO2	Apply the global business laws to current business environment
CO3	Analyze the principle of international business and strategies adopted by firms to expand globally
CO4	Integrate concept of business law with foreign trade.
CO5	Students would learn the basics of Laws governing commercial contracts and nuances of competency to contract, rules of Consideration and Objects of Contracts with case laws and illustrations.

SUBJECT CODE: CZ24D

SUBJECT NAME: INDIRECT TAXATION

CO1	To know about the history of tax and understand the basic concepts of the Goods and Services Tax
CO2	To know about the tax structure and develop a clear knowledge about the levy and collection of tax and tax credit
CO3	To demonstrate the structure of GST and develop the knowledge about the provisions regarding registration, preparations of books of accounts and filing of returns under the Act.
CO4	To understand the powers of GST authorities regarding inspection, search and seizure and to know about eligibility and practice and career avenues.
CO5	To provide knowledge about customs duty and exemption from

SUBJECT CODE: CA24B MANAGEMENT

SUBJECT NAME: WORKING CAPITAL

CO1	Evaluate comparative working capital management policies and their impact on the firm's profitability, liquidity, and risk and Operating flexibility.
CO2	Evaluate the importance of effective working capital management and its role in meeting the firm's strategic objectives and its impact in value creation.
CO3	Investigate funds flow cycles and their impact on working capital management objectives.
CO4	Plan analytical skills, tools and techniques to enhance the decision-making process.
CO5	Compare and contrast the relative merits of alternative working capital policies and the likely short-term and long-term impact on the firm.



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SUBJECT CODE: CZ34B

SUBJECT NAME: INTERNATIONAL ECONOMICS

CO1	Knowledge about practical aspects on Export Business
CO2	The ability to start consultant of international trade
CO3	Capacity to deal with various transport documents in international trade
CO4	May take up consultancy on international trade
CO5	Me peruse further professional course in International Trade

SUBJECT CODE: ENV4B

SUBJECT NAME: ENVIRONMENTAL STUDIES

CO1	To demonstrate critical thinking skills in relation to environmental affairs.
CO2	To demonstrate knowledge and application of communication skills and the ability to write effectively in a variety of contexts.
CO3	To demonstrate the ability to integrate various disciplines and fields that intersects with environmental concerns.
CO4	To demonstrate awareness, knowledge, and appreciation of the intrinsic values of ecological processes and communities.
CO5	To understand and evaluate the global scale of environmental problems

SEMESTER – V

SUBJECT CODE: CZ25A COST ACCOUNTING

SUBJECT NAME: ELEMENTS OF

CO1	Students are introduced to Cost accounting, its objectives and scope, methods and techniques of cost accounting, difference between cost a/c and management a/c.
CO2	Basic elements of costs, classification of overheads, cost sheet, inventory classification is covered.
CO3	Students learn the purpose of material control, its importance and objectives, optimum order quantity, method of pricing – LIFO, FIFO, HIFO etc.
CO4	Meaning of overheads and method of distribution of primary and secondary overhead are covered. Also, machine hour rate calculations are covered.
CO5	Students understand about the concept of Machine Hour Rate-computation of Machine Hour Rate.

SUBJECT CODE: CZ25B

SUBJECT NAME: PRACTICAL AUDTING

CO1	To acquire knowledge in concepts and tools of Auditing
CO2	To Understand about Vouching and Verification
CO3	To know about Auditors Duty
CO4	To know the appointment, removal, power and preparation of audit report.
CO5	To know about EDP Audit and Types of online Audit system



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SUBJECT CODE: CZ25D

SUBJECT NAME: FINANCIAL MANAGEMENT

CO1	Expose the students on the role of finance
CO2	Beware of capital structure and equity proportion.
CO3	Understand the concept of cost of capital
CO4	Assess the different dividend models
CO5	Application of working capital management

SUBJECT CODE: CA25A

SUBJECT NAME: INCOME TAX

THEORY LAW AND PRACTICE – I

CO1	Enlighten the basic concepts of Income tax 1961.
CO2	Prioritize the computation of various components of salary.
CO3	Assess the Income from house property.
CO4	Provision relating to Income from business and profession.
CO5	Construct the preparation of filling of returns.

SUBJECT CODE: CA45A

SUBJECT NAME: PORTFOLIO INVESTMENT

CO1	To provide a theoretical and practical background in the field of investments
CO2	Designing and managing the bond as well as equity portfolios in the real word.
CO3	Valuing equity and debt instruments.
CO4	Measuring the portfolio performances.
CO5	To apply the concept of portfolio management for the better investment

SUBJECT CODE: VAE5Q

SUBJECT NAME: VALUE EDUCATION

CO1	To learn about philosophy of Life and Individual qualities.
CO2	To learn and practice social values and responsibilities.
CO3	To learn more of Engineer as Responsible Experimenter.
CO4	To learn more of Risk and Safety assessment with case studies.
CO5	To understand the importance of value -based living



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SEMESTER – VI

SUBJECT CODE: CZ26A ACCOUNTING

SUBJECT NAME: ADVANCED COST

CO1	The students will understand the concepts of cost accounting, methods and its usage in decision making.
CO2	Outline the cost under process costing system
CO3	Examine about operational costing, contract costing and Financial Statements.
CO4	Discuss about the variances of cost.
CO5	Explain Unit costing, Job costing, Standard costing.

SUBJECT CODE: CA46A DEVELOPMENT

SUBJECT NAME: ENTREPRENEURIAL

CO1	To develop entrepreneurial awareness among students and to motivate students and to make their mind set for thinking entrepreneurship as career.
CO2	To help in Developing Successful Business Ideas
CO3	To have knowledge on Opportunity Identification and Evaluation
CO4	To have a Clear vision on the business Planning Process
CO5	To generate funds for the business. (Sources of Finance)

SUBJECT CODE: CZ26B

SUBJECT NAME: MANAGEMENT ACCOUNTING

CO1	Understand Management accounting concepts and techniques for business decisions.
CO2	Apply and analyze different types of interpretation of financial statements.
CO3	Calculate various accounting ratios, reports and relevant data.
CO4	Preparing Fund Flow Statement and Cash Flow Statement.
CO5	Identify the capital budgeting decisions

SUBJECT CODE: CA26A THEORY LAW AND PRACTICE – II

SUBJECT NAME: INCOME TAX

CO1	To enable the students to compute capital gain under different circumstances.
CO2	To familiar with the computation of income from other sources
CO3	To knows about the process of Setoff and carry forward of losses and clubbing of incomes.
CO4	To enable the students to discuss the various deductions under Section 80C to 80 U.
CO5	To aware about the income tax authorities and their powers and duties.



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SUBJECT CODE: CA46C

SUBJECT NAME: FINANCIAL SERVICES

CO1	To enlighten the students about the financial services available to develop our economy.
CO2	To know and study about Merchant banking
CO3	Knowledge on Indian capital Market
CO4	To identify the leasing and factoring service advantages
CO5	To enhance the knowledge on mutual funds' investments, venture capital and credit rating.



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DEPARTMENT OF COMMERCE (BANK MANAGEMENT)

PROGRAMME NAME	BACHELOR OF COMMERCE (BANK MANAGEMENT)
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PROGRAMME OUTCOMES

Students will acquire

PO1: knowledge of Commerce and its scope and importance in various areas such as Production, Distribution, Stock Market, commodity market, Marketing, Agricultural, Industrial, Banking, Law and Social Sciences etc.

PO2: information about various Forms of Commercial organizations in India and their functions for societal developments,

PO3: knowledge of various types of Business Units, their organization and evaluation of summary measures such as Profit and losses, Fund flow and cash flow, Changes in Direct and Indirect taxes, new venture of Business and new handling of Business Data,

PO4: knowledge of other Allied Subjects reflecting quality characteristics including concepts of Various Subjects,

PO5: insights into preliminary exploration of different subjects,

PO6: knowledge of Law, statistics, Operation Research, cost accounts, Management accounting, Financial and corporate accounts and other updated Taxes etc.

SEMESTER – I

SUBJECT CODE: CZ21A	SUBJECT NAME: FINANCIAL ACCOUNTING
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CO1	Students will understand the reporting system of the Profit and Non-profit organizations financial statements
CO2	To make the students analyze on the calculations in depreciation and insurance to enhance problem solving skills.
CO3	Students will gain the knowledge of solving issues in single entry system by undergoing case studies.
CO4	Students will get the knowledge of solving technical errors and apply the conceptual knowledge in preparing the statement of bank reconciliation.
CO5	To make the students understand and apply the techniques in the process of solving problems.



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SUBJECT CODE: CZ21B

SUBJECT NAME: BUSINESS COMMUNICATION

CO1	To understand and apply basic principles of critical thinking, problem solving, penetrate and appropriately apply modes of expression in written, visual, and oral communication
CO2	To apply business communication strategies and principles to prepare effective communication for domestic and international business situations.
CO3	To perceive and demonstrate writing and speaking processes through invention, organization, drafting, revision, editing, and presentation.
CO4	To acquire the skills of report writing and Modern forms of communication: Fax email-video conference-internet-websites and their uses in business
CO5	It will enable them to enhance their verbal communication using modern technology.

SUBJECT CODE: CZ31A ECONOMICS

SUBJECT NAME: ALLIED BUSINESS

CO1	To learn the scope and importance of Business Economics
CO2	To apply how to apply demand theory in consumer behaviour
CO3	To understand the Value demand forecasting methods.
CO4	To explore the Differentiate production and cost functions
CO5	To understand the demands and supply conditions and assess the position of a company.

SUBJECT CODE: AY51A OF LOGISTICS MANAGEMENT

SUBJECT NAME: NME BASIC ELEMENTS

CO1	Understand about logistics system fundamentals and transport system
CO2	Knowledge about Packaging and Supply Chain Management.

SEMESTER – II

SUBJECT CODE: CZ22A

SUBJECT NAME: TREASURY MANAGEMENT

CO1	To Gain Knowledge About Treasury Management.
CO2	To understand about Asset Liability Management.
CO3	To design about money Market Structures.
CO4	To gain Knowledge about Modern Treasury Management Systems.
CO5	To Report about Combined Treasury Management operations.



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SUBJECT CODE: CZ22B

SUBJECT NAME: PRINCIPLE OF MANAGEMENT

CO1	Demonstrate understanding of the role of managers in an organization
CO2	Summarize the elementary concepts, principles and theories of management
CO3	Examine the managerial functions having an impact on the organizational effectiveness
CO4	Identify the contemporary issues and challenges in management
CO5	Develop ethical workplace practices

SUBJECT CODE: CZ32A ECONOMY

SUBJECT NAME: ALLIED INDIAN

CO1	Students will gain the knowledge about National Income and its importance of Economic Growth and Economic development.
CO2	Students will make critical analysis and report the solutions to solve the major problems of Indian Economy.
CO3	To design the information in such a view that students will gain absolute understanding about the agricultural sector and its importance in Indian Economic system.
CO4	Students will acquire role of Industries for the growth as per the Economic policy of India.
CO5	Students will understand the progress by applying five years plans in India.

SUBJECT CODE: AY52B BUSINESS INSURANCE

SUBJECT NAME: NME BASICS OF

CO1	Acquire the basics of insurance and types of insurance
CO2	Acquire the skills of Agency Law and its Compensation.
CO3	Apply the procedural aspects of agency license and identify the code of conduct
CO4	Apply the procedure for settlement of Policy claims
CO5	Recognize the organization function, structures & promotional strategies.



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SEMESTER – III

SUBJECT CODE: CZ23A

SUBJECT NAME: CORPORATE ACCOUNTING

CO1	To knowledge about the journal entries of issue of shares and redemption of preference shares.
CO2	To understand Work with profit prior to incorporation, Issues and redemption of debentures and underwriting of shares in companies accounts.
CO3	To apply to interpret final accounts of companies.
CO4	To analyse solve simple cases insurance company.
CO5	To be design banking company accounts

SUBJECT CODE: CZ23B

SUBJECT NAME: BUSINESS LAWS

CO1	Understanding the provisions of Law, contract and legal remedies in the law.
CO2	To know about frauds, misrepresentation, mistake, void and unlawful agreement difference on them
CO3	Designing the students to become advocate.
CO4	Application of Knowledge in sale of goods with reference to law.
CO5	Analyze and finding the solutions to various disputes in Business.

SUBJECT CODE: CZ23C LAW AND PRACTICE

SUBJECT NAME: BANKING THEORY

CO1	Student can evaluate the performance of the banking industry
CO2	They will understand the working of the Reserve Bank of India.
CO3	Student will be able to express opinions about banking in written and oral form

SUBJECT CODE: CZ33A STATISTICS

SUBJECT NAME: ALLIED BUSINESS

CO1	Describe the meaning and characteristics of Statistics.
CO2	Evaluate measures of central tendency, measures of variation and measures of skewness.
CO3	Analyse correlation and Regression.
CO4	To determine and Forecast Time series analysis
CO5	To develop the knowledge about the Calculation of Index Numbers.



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SEMESTER – IV

SUBJECT CODE: CZ24A CORPORATE ACCOUNTING

SUBJECT NAME: ADVANCED

CO1	To give a detailed idea about internal reorganization of companies
CO2	To apply the knowledge gained in preparation of final accounts of amalgamated companies
CO3	To compute the final accounts for a corporate group like banking companies
CO4	To Construct the financial statements of company within the frame work of Indian AS
CO5	To study the procedure followed for the liquidation of companies

SUBJECT CODE: CB24B MANAGEMENT IN BANKS

SUBJECT NAME: CUSTOMER RELATIONSHIP

CO1	To understand the basic concepts of Customer relationship management.
CO2	To get knowledge about retention and defection of banks.
CO3	To develop business communication skills among CRM Managers to work effectively within a marketing team.
CO4	To understand basics of operational Customer relationship
CO5	To develop a wide understanding on customer relationship management concepts and frameworks

SUBJECT CODE: CZ24C

SUBJECT NAME: FINANCIAL SERVICES

CO1	To understand the role of financial services.
CO2	To learn the knowledge of venture capital financing and securitization process.
CO3	To understand the classification of leasing and factoring services.
CO4	To apply the need for credit rating agencies.
CO5	To study the critical concepts of the merger and acquisition strategies

SUBJECT CODE: CZ24D

SUBJECT NAME: INDIRECT TAXATION

CO1	To acquire working knowledge of the fundamental tax principles and rules.
CO2	To gain knowledge about how taxes can and often do constitute significant costs to businesses and households.
CO3	To Develop the knowledge about customs duty.
CO4	To acquire the complete knowledge of basic concepts of GST.
CO5	To prepare GST Audit Report.



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SUBJECT CODE: CZ34B

SUBJECT NAME: INTERNATIONAL ECONOMICS

CO1	To impart the students on the knowledge of theories in International Trade.
CO2	Students will apply their analytical skills to resolve the issues that causes disequilibrium in Balance of trade and Balance of Payments.
CO3	To make the students understand the importance of export management in fixing export pricing and promotions.
CO4	Students will acquire the functions of various international Organizations.
CO5	Students will be gaining on WTO and motivated to apply their knowledge on Liberalization and its impact on agriculture and Indian patent Law.

SUBJECT CODE: ENV4B

SUBJECT NAME: ENVIRONMENTAL STUDIES

CO1	Understand the Multidisciplinary nature of environmental studies.
CO2	Analyze the Scope and importance; concept of sustainability.
CO3	To get knowledge the concepts of Biodiversity and Conservation.
CO4	To develop the familiarity about the usage of the Ecosystem.
CO5	To learn about is Environmental pollution types, causes, effects and controls: Air, Water, soil and noise Pollution.

SEMESTER – V

SUBJECT CODE: CZ25E

SUBJECT NAME: COST ACCOUNTING

CO1	Understand the basic concepts of Cost accounting.
CO2	Acquiring knowledge in preparing Cost sheet.
CO3	To get knowledge about Material cost control and to maintain the stock level of materials.
CO4	To criticize and employ different methods of incentive payments for labour costing problems
CO5	To analyse and apportion the overheads and to prepare overhead distribution statement and Machine hour rate.

SUBJECT CODE: CZ25B

SUBJECT NAME: PRACTICAL AUDITING

CO1	To understand about the auditing facts, procedure, verification, checking methods, techniques in auditing internal control system.
CO2	To design about the verification procedure and vouching of important documents during auditing
CO3	To gain knowledge on auditing types and accounting standards.
CO4	To study about the qualification of the auditors, his nature of work, report submission in general meetings, responsibilities and duties of his, during financial reporting of any company they work.
CO5	To gain knowledge about recent trends in auditing procedure to be followed.



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SUBJECT CODE: CB25A

SUBJECT NAME: INTERNATIONAL BANKING

CO1	To impart the knowledge about domestic, foreign banking lending and borrowing functions.
CO2	Students will understand the impact of foreign exchange market.
CO3	To impart the students the way of evaluating the various financial institutions employed Internationally
CO4	Students will acquire about the various sources of exchange in international and trade.
CO5	Students will be imparted for developing their applying and analyzing skill on Exchange management

SUBJECT CODE: CZ25D

SUBJECT NAME: FINANCIAL MANAGEMENT

CO1	To knowledge about the financial management with its importance
CO2	To apply the theories of capital structure, cost of capital with simple problems.
CO3	To have clear idea and knowledge on how Dividend decisions will affect the firm with different methods
CO4	To get familiarize with the importance of Working capital and Factors influencing the same in the firm
CO5	To design about the capital budgeting.

SUBJECT CODE: CZ45A

SUBJECT NAME: ELECTIVE INCOME

TAX LAW & PRACTICE - I

CO1	Better understanding of basic concepts of Income Tax 1961
CO2	Ability for the computation of various components of salary
CO3	Capacity to compute the income from house property
CO4	Construct the Preparation of filling of returns
CO5	Opportunity to work as Income Tax Consultant

SUBJECT CODE: VAE5Q

SUBJECT NAME: VALUE EDUCATION

CO1	Knowledge about philosophy of Life and Individual qualities.
CO2	Awareness about self-confidence, self-esteem and punctuality.
CO3	To learn more of Dr. A. P. J. Kalam's ten points for good Citizenship.
CO4	To know about Environment Conservation.
CO5	To Analyse social Evils like cybercrime, corruption etc.,



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SEMESTER – VI

SUBJECT CODE: CB26A

SUBJECT NAME: TECHNOLOGY IN BANKING

CO1	To make the students understand the concepts of application of technology in banking.
CO2	To expose the students to learn the role of technology in banking sector
CO3	Design the Electronic signatures without the need for physical printing.
CO4	Report the Automated bill pay to ensure customers are not late meeting monthly obligations.
CO5	Analyze the found to be critical in-service delivery and reducing congestion in banking halls.

SUBJECT CODE: CZ26B

SUBJECT NAME: MANAGEMENT ACCOUNTING

CO1	Understand the concept of management accounting, its merits and demerits.
CO2	Analysing the financial statements of Profit and Loss a/c and Balance Sheet. To classify the ratios and its merits
CO3	Application of ratios to understand about the company.
CO4	To evaluate the inflow and outflow of cash and finds in the company.
CO5	Enables them to know the concept of capital budgeting and budgetary control with reference to time value of money.

SUBJECT CODE: CZ26C
DEVELOPMENT

SUBJECT NAME: ENTREPRENEURIAL

CO1	To design the conceptual exposure on converting idea to a successful entrepreneurial firm.
CO2	To understand the functions of the entrepreneur in the successful, commercial application of innovations.
CO3	To apply entrepreneurial leadership and management style.
CO4	To learn how to start an enterprise and design business plans, that are suitable for funding by considering all dimensions' outcomes for all Programmes of business.
CO5	To gain knowledge about entrepreneurial process by way of studying different case studies.



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SUBJECT CODE: CZ46C MANAGEMENT

SUBJECT NAME: ELECTIVE PORTFOLIO

CO1	Students will gain the knowledge on objectives, concepts of portfolio management.
CO2	Students will be helped and guides to apply the simple calculations on value of money.
CO3	Students will acquire the knowledge on portfolio analysis
CO4	Students will be gaining the knowledge about Risk and Return in different measures.
CO5	To make the students understand the need and importance of designing the effective portfolio management

SUBJECT CODE: CZ46A TAX LAW & PRACTICE - II

SUBJECT NAME: ELECTIVE INCOME

CO1	Compute short term and long-term capital gains of an Individual assesses
CO2	Compute taxable income from other sources of an Individual assesses after taking into account deduction u/s 57 and amounts disallowed u/s 58.
CO3	Illustrate the mechanism of carry forward and set off of an Individual assesses
CO4	Compute gross total income of an Individual assesses after taking into account deduction u/s 80.
CO5	Identify and comply with the relevant provisions of the Income Tax Act as it relates to the income tax of individuals



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DEPARTMENT OF COMMERCE – COMPUTER APPLICATION

PROGRAMME NAME BACHELOR OF COMMERCE (CA)

PROGRAMME OUTCOME

PO1: knowledge of Commerce and its scope and importance in various areas such as Production, Distribution, Stock Market, commodity market, Marketing, Agricultural, Industrial, Banking, Law and Social Sciences etc.

PO2: information about various Forms of Commercial organizations in India and their functions for societal developments

PO3: knowledge of various types of Business Units, their organization and evaluation of summary measures such -as Profit and losses, Fund flow and cash flow, Changes in Direct and Indirect taxes, new venture of Business and new handling of Business Data

PO4: knowledge of other Allied Subjects reflecting quality characteristics including concepts of Various Subjects

PO5: insights into preliminary exploration of different subjects

PO6: Knowledge of Law, statistics, Operation Research, cost accounts, Management accounting, Financial and corporate accounts and other updated Taxes etc.

SEMESTER – I

SUBJECT CODE: CZ21A

SUBJECT NAME: FINANCIAL ACCOUNTING

CO1	To know about basic concepts of accounting
CO2	To Know About Depreciation and Insurance Claims
CO3	To introduce single entry system of accounts
CO4	To Understand About Rectification of Errors and Bank Reconciliation Statement
CO5	To gain knowledge on preparation of accounts in Hire purchase and Instalment system.



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SUBJECT CODE: CP21A

SUBJECT NAME: OFFICE AUTOMATION

CO1	To Understand the basics of computer systems and its components
CO2	To Understand and apply the basic concepts of a word processing package
CO3	To Understand and apply the basic concepts of electronic spreadsheet software.
CO4	To Understand and apply the basic concepts of database management system
CO5	To Understand and create a presentation using PowerPoint tool.

SUBJECT CODE: CZ31A

SUBJECT NAME: BUSINESS ECONOMICS

CO1	Understanding the basic concepts of Business Economics
CO2	Basic concepts of demand, supply and equilibrium and their determinants
CO3	Understanding the theory of consumer behavior
CO4	Design competition strategies including production function, costing, pricing and product differentiation
CO5	Analyze operations of markets under varying competitive conditions

SEMESTER – II

SUBJECT CODE: CZ22A ACCOUNTING

SUBJECT NAME: ADVANCE FINANCIAL

CO1	To understand the accounting procedure for different kinds of business like – branch, Department and Royalty Accounts.
CO2	To understand the Accounting Procedure for dissolution of partnership under different methods.
CO3	To understand the treatment of partnership accounting.
CO4	Use the principles of Garner Vs Murray in cases of Insolvency of Partners.
CO5	Explain the knowledge of accounting principles in Partnership with respect to Admission, Retirement and Death of a partner.

SUBJECT CODE: CP22A

SUBJECT NAME: PYTHON PROGRAMMING

CO1	To introduce the basic features of python programming and impart skills in an Industry standard programming language
CO2	To Demonstrate proficiency in handling of loops and creation of functions.
CO3	To Identify the methods to create and manipulate lists, tuples and dictionaries
CO4	To Discover the commonly used operations involving regular expressions and file system.
CO5	To Interpret the concepts of Object-Oriented Programming as used in Python



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SUBJECT CODE: CZ32A

SUBJECT NAME: INDIAN ECONOMY

CO1	Explain the nature of Indian economy and Different economic systems.
CO2	Know about the poverty and unemployment problems in India and its measures to eradicate it.
CO3	Explain the economic policies and infrastructure development in India.
CO4	Take part in the Economic Reforms in India by becoming a part of the nation.
CO5	Know how the banks are creating credit and how the Reserve Bank of India is controlling the credit created by Banks

SEMESTER – III

SUBJECT CODE:

SUBJECT NAME: CORPORATE ACCOUNTING

CO1	To familiarize students with the accounting treatment for issue shares and debenture to run
CO2	Enabling the students to understand the features of Shares and Debentures.
CO3	Develop an understanding about redemption of Shares and Debenture and its types.
CO4	To enable students to prepare the financial statements of Joint Stock Companies.
CO5	To understand the procedure for valuing the goodwill and shares of Companies to acquire a business.

SUBJECT CODE:

SUBJECT NAME: BUSINESS LAW

CO1	To understand the concepts of business law
CO2	To understand the procedure of application of the business law in various aspects.
CO3	To assist the students to learn the elements of general contract.
CO4	To enable the students to understand and deal with various contracts in his/her day-to-day life, be it for his business or profession.
CO5	To enable the students to learn and understand the special contracts.

SUBJECT CODE:

SUBJECT NAME: COMPUTERIZED ACCOUNTING

CO1	To provide basic knowledge of computerized accounting to deserving students under self – learning mode
CO2	To know the preparation of budget and vouchers
CO3	To process purchase orders, sales order and salary payment
CO4	To prepare the final accounts with GST



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SUBJECT CODE:

SUBJECT NAME: OOP with C++

CO1	To expose the students to basics of Object-Oriented Programming concepts
CO2	To develop the programming skills using object-oriented concepts
CO3	Able to apply the OOPs concepts in real life problems

SUBJECT CODE:

SUBJECT NAME: BUSINESS STATISTICS

CO1	To provide a strong foundation in the principles of statistics.
CO2	To emphasis only applications no proof required.
CO3	To introduce basic concepts of Statistics.
CO4	To provide Statistical techniques for business data analysis.
CO5	Apply quantitative and qualitative methods for data Collection, analysis and interpretation for business related research problem

SEMESTER – IV

SUBJECT CODE: ACCOUNTING

SUBJECT NAME: ADVANCED CORPORATE

CO1	To gain accounting knowledge in advanced corporate accounting.
CO2	To prepare the students to take professional examinations viz., CA, ICWA, ACS.
CO3	Keep them aware about accounts of insurance companies.
CO4	Enable the students to gain an idea of liquidation of companies.
CO5	To introduce and develop knowledge of holding companies accounts.

SUBJECT CODE:

SUBJECT NAME: PRINCIPLES OF MANAGEMENT

CO1	To develop knowledge about evolution of management thoughts.
CO2	To better understanding of planning and decision making.
CO3	To give an idea about organization structure and different types of organization.
CO4	Outline the concepts of Organizing with respect to Authority relationships, Delegation and Decentralization.
CO5	To provide idea about motivation, importance of communication and Principles of coordination.



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SUBJECT CODE: ENV4B

SUBJECT NAME: ENVIRONMENTAL STUDIES

CO1	Multidisciplinary nature of environmental studies and resources
CO2	To be familiar with the usage of the Ecosystem
CO3	To understand the concepts of Biodiversity and Conservation
CO4	To get knowledge about Environmental Acts
CO5	To learn about Environmental pollution types, causes, effects and controls

SEMESTER – V

SUBJECT CODE: ACCOUNTING

SUBJECT NAME: ELEMENTS OF COST

CO1	Outline the basic principles and concepts of cost accounting.
CO2	Prepare the statement of Cost and Provide insight into control of cost.
CO3	Prepare the statements relating to material purchase, issue and losses
CO4	Compute the Labour cost under various remuneration schemes
CO5	Analysis the different methods to compute overhead cost.

SUBJECT CODE:

SUBJECT NAME: PRACTICAL AUDITING

CO1	Apply the concept of Audit, its principles and objectives.
CO2	Gain knowledge on the Importance of Internal Audit, Internal Check and Internal Control.
CO3	Apply the techniques of Vouching and Valuation of Assets and Liabilities in Auditing.
CO4	Acquire knowledge on the duties, rights and responsibilities of Auditor.
CO5	Prepare Audit report and gain knowledge on EDP auditing

SUBJECT CODE:

SUBJECT NAME: SPSS

CO1	To understand statistical tools for quantitative analysis
CO2	To understand the process of using statistical tools for validating findings interpreting statistical results.
CO3	Apply the concepts of statistics in SPSS, data analysis software for business modelling.



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SUBJECT CODE:

SUBJECT NAME: FINANCIAL MANAGEMENT

CO1	Apply conceptual understanding about the role and functions of the finance manager in the new millennium.
CO2	Identify various components in the firm's capital structure and use leverages to construct an optimum capital structure.
CO3	Evaluate feasible financial alternatives while making long term Investments.
CO4	Assess various dividend policies adopted by firms.
CO5	Formulate day to day working capital requirements of the firm using working capital techniques.

SUBJECT CODE:

SUBJECT NAME: INCOME TAX - I

CO1	To impart knowledge on the basic principles of direct tax laws.
CO2	To equip students about the computation of income and taxation.
CO3	To introduce the students to the concepts of Income tax.
CO4	To give an insight into the different heads of income and the authorities under the Act.
CO5	Evaluate income from a business carried on or from the practice of a Profession.

SUBJECT CODE: VAE5Q

SUBJECT NAME: VALUE EDUCATION

CO1	To learn about philosophy of Life and Individual qualities.
CO2	To learn and practice social values and responsibilities.
CO3	To learn more about interdependence of all beings.
CO4	To learn more on Social Evils
CO5	To understand the importance of value-based living

SEMESTER – VI

SUBJECT CODE:

SUBJECT NAME: MANAGEMENT ACCOUNTING

CO1	To enlighten the students thought and knowledge on management Accounting.
CO2	Helps to give proper idea on financial statement analysis in practical point of view.
CO3	To introduce the concept of fund flow and cash flow statement.
CO4	To provide knowledge about budget control keeping in mind the scope of the concept.
CO5	To develop the know-how and concept of marginal costing with practical problems



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SUBJECT CODE:

SUBJECT NAME: FINANCIAL SERVICES

CO1	Outline the roles and functions of Indian financial market.
CO2	Analyse the money market and its instruments.
CO3	Evaluate the stock exchange operation and trading system.
CO4	Assess the working of mutual fund and venture capital by applying the theoretical concepts in real world situation.
CO5	Compare the various modes of lending finance and role of merchant bankers.

SUBJECT CODE:

SUBJECT NAME: WEB TECHNOLOGY

CO1	Explain different components and technologies of World Wide Web as a platform
CO2	Design and develop websites using fundamental web languages, technologies and tools.
CO3	Distinguish between server-side and client-side web technologies
CO4	Describe various web technology and application development issues and trends.
CO5	Conduct independent research on a subject related to the course material.

SUBJECT CODE: MANAGEMENT

SUBJECT NAME: HUMAN RESOURCE

CO1	Identify the Environment in which HR activities are carried on.
CO2	Analyse about the various processes of HR planning and compensation structure.
CO3	Select the various methods of recruitment and safety measures to be employed by the employees.
CO4	Assess about employee welfare and grievance handling.
CO5	Analyse on the latest trends in Human Resources Management.

SUBJECT CODE:

SUBJECT NAME: INCOME TAX - II

CO1	To equip students about the computation of income tax.
CO2	To impart knowledge on the basic principles of direct tax laws.
CO3	To help students to apply the computation of income tax. Identify the different deductions available to an individual from Total income and the process of e-filing.
CO4	Assess taxable income & tax liability of an individual.
CO5	Demonstrate an understanding of set off & carry forward of losses and also identify the incomes exempt from tax.



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DEPARTMENT OF BUSINESS ADMINISTRATION

PROGRAMME NAME	BACHELOR OF BUSINESS ADMINISTRATION
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PROGRAMME OUTCOMES

PO1: Demonstrates foundational knowledge in Accounting, Economics, Finance, Operations, Statistics, Management, and Marketing in Application of Concepts and Theories which enables students to solve business problems.

PO2: To stimulate students' interest in research and initiate them to conduct secondary research into business issues with appropriate research methodologies.

PO3: To groom the students' overall personality and to train them in communication skills effectively both in oral and written form.

PO4: To inculcate Entrepreneurial skills among the students to develop potential to think creatively and innovatively in business projects.

PO5: To impart education in basic understanding of computer hardware and software and encourage the students to understand and inculcate decision-making and problem-solving skills to manage business challenges effectively.

SEMESTER – I

SUBJECT CODE: BB21A	SUBJECT NAME: PRINCIPLES OF MANAGEMENT
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CO1	To understand the Classification of the Management by objectives and help for the better management of resources and activities of an organization
CO2	To study the Effective plans, co-ordinate the organizational work and eliminate unproductive effort
CO3	To learn the division of work that leads to efficient performance of duties.
CO4	To ensure successful implementation of the decision making through follow up procedures.
CO5	Enabling students to assess managerial practices and choices relative to ethical principles and standards



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SUBJECT CODE: BB21B

SUBJECT NAME: FINANCIAL ACCOUNTING

CO1	To provide the basic understanding of accounting principles & techniques in preparing the final accounts of firms and companies for the users of accounting information
CO2	To Explore the single-entry system
CO3	To Illustrate the financial statements of a sole proprietor.
CO4	To study the concepts of how to make use of depreciation accounting and methods.
CO5	To Understand the concept of exempted incomes.

SUBJECT CODE: BB31A

SUBJECT NAME: MANAGERIAL ECONOMICS

CO1	To learn the scope and importance of managerial Economics
CO2	To study how to apply demand theory in consumer behaviour
CO3	To understand the Value demand forecasting methods.
CO4	To explore the Differentiate production and cost functions
CO5	To understand the demands and supply conditions and assess the position of a company

SUBJECT CODE: CC5AD RETAIL MARKETING

SUBJECT NAME: NME – BASICS OF

CO1	To understand the functions of retail business, retail formats and retail channels.
CO2	To understand the difference between retail and manufacturing Supply Chain.
CO3	To understand the key drivers of retail supply chain; and to know the methods to select a retail store location.
CO4	To analyze retail market and financial strategy including product pricing
CO5	To know how to integrate the various supply chain partners and to collaborate with them.

SEMESTER – II

SUBJECT CODE: BB22A

SUBJECT NAME: BUSINESS COMMUNICATION

CO1	Enabling students to have an effective communication skill
CO2	To demonstrate the principles in drafting business letters
CO3	To study and compare business letters
CO4	To develop skills in report writing
CO5	To demonstrate effective interpersonal communications.



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SUBJECT CODE: BB22B

SUBJECT NAME: MANAGEMENT ACCOUNTING

CO1	To demonstrate the concept of management accounting and its advantages & disadvantages
CO2	To classify the ratios and its merits
CO3	To classify the preparation of fun flow statement
CO4	To demonstrate the preparation of cash flow statement
CO5	To identity the concepts of marginal costing and cost volume analysis

SUBJECT CODE: BB32A

SUBJECT NAME: INTERNATIONAL TRADE

CO1	To identify the basic difference between inter-regional and international trade.
CO2	To show the benefits of international trade in a way how nations with strong international trade have become prosperous
CO3	To explain how restrictions to international trade would limit a nation in the services and goods produced within its territories
CO4	The importance of maintaining equilibrium in the balance of payments
CO5	To familiarize with market classification and scope

SUBJECT CODE: CC5AB INSURANCE

SUBJECT NAME: NME – BASIC OF BUSINESS

CO1	To have a basic understanding of the insurance mechanism.
CO2	To learn the concept of insurance to cover the risks.
CO3	To identify the relationship between insurers and their customers.
CO4	To study the Overview of major life insurance and general insurance products.
CO5	To study the basic principles of risk insurance and their applications to business management

SEMESTER – III

SUBJECT CODE: BB23A

SUBJECT NAME: FINANCIAL MANAGEMENT

CO1	To identify the principles of capital structure
CO2	To learn the working capital management and its techniques of forecasting in working capital
CO3	To understand the concept of cost of capital and its classifications
CO4	To identify the preparation of production, sales, cash budget, flexible budget
CO5	To classify the capital budgeting appraisal methods



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SUBJECT CODE: BB23B BEHAVIOURS

SUBJECT NAME: ORGANIZATIONAL

CO1	To study Human Behavior in an organization
CO2	To study the group dynamics and demonstrate skills required for working in groups
CO3	To enable students to face challenges related to group dynamics
CO4	To study processes used in developing communication and resolving conflicts
CO5	To learn the organizational change and steps in managing change

SUBJECT CODE: BB23C IN BUSINESS

SUBJECT NAME: COMPUTER APPLICATION

CO1	To understand the basic of computers in business and internet
CO2	Enabling students to gain knowledge on Microsoft word and Microsoft excel
CO3	To demonstrate the problem-solving skills in MS office
CO4	To enable the students to know more about the database management environment
CO5	To understand how to implement the concepts of EDI and internal Auditing

SUBJECT CODE: BB23D

SUBJECT NAME: MARKETING MANAGEMENT

CO1	To study the principles of marketing management
CO2	To understand the concept of 7 Ps of Marketing mix
CO3	To enable the students to understand the fundamentals of marketing concept and the role marketing plays in business
CO4	To understand the aspects of physical distribution
CO5	To study the recent trends in marketing



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SEMESTER – IV

SUBJECT CODE: BB24A MANAGEMENT

SUBJECT NAME: HUMAN RESOURCE

CO1	To learn the functions of HRM and its techniques
CO2	To integrate the knowledge of HR concepts to take correct business decisions.
CO3	To develop the necessary skills set for application of various HR issues.
CO4	To analyze the strategic issues and the strategies required to select and develop manpower resources.
CO5	To develop the understanding of the concept of human resource management and its relevance in organizations

SUBJECT CODE: BB24B FRAMEWORK

SUBJECT NAME: BUSINESS REGULATORY

CO1	To learn the concept of Indian Contract Act.
CO2	To demonstrate the special contracts – bailment and pledge.
CO3	To differentiate the special contracts-indemnity and guarantee.
CO4	To gain the knowledge of fundamental aspects of companies Act.
CO5	To understand the fundamental aspects of Indian contract act and sale of Goods Act.

SUBJECT CODE: BB24C

SUBJECT NAME: FINANCIAL SERVICES

CO1	To study the role of financial services.
CO2	To learn the venture capital financing and securitization process.
CO3	To understand the classification of leasing and factoring services.
CO4	To learn the need for credit rating agencies.
CO5	To study the concepts of the merger and acquisition strategies

SUBJECT CODE: BB24D INFORMATION SYSTEM

SUBJECT NAME: MANAGEMENT

CO1	To Relate the basic concepts and technologies used in the field of management information systems.
CO2	To Compare the processes of developing and implementing information system
CO3	To analyze the relationship between information systems and organizations.
CO4	To gain expertise to use strategic information system
CO5	To evaluate the benefits and limitations of enterprise systems and industrial networks



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SUBJECT CODE: ENV4B

SUBJECT NAME: ENVIRONMENTAL STUDIES

CO1	To demonstrate critical thinking skills in relation to environmental affairs.
CO2	To demonstrate knowledge and application of communication skills and the ability to write effectively in a variety of contexts.
CO3	To demonstrate the ability to integrate various disciplines and fields that intersects with environmental concerns.
CO4	To demonstrate awareness, knowledge, and appreciation of the intrinsic values of ecological processes and communities.
CO5	To understand and evaluate the global scale of environmental problems

SEMESTER – V

SUBJECT CODE: BB25A

SUBJECT NAME: ADVERTISING

MANAGEMENT AND SALES PROMOTION

CO1	To examine the importance of market segmentation towards the development of advertising and promotion program
CO2	To develop creative strategies for advertising.
CO3	To explicate advertising research needs
CO4	To discover sales promotion strategies.
CO5	To associate the process and principles of personal selling and sales promotion

SUBJECT CODE: BB25B

SUBJECT NAME: RESEARCH METHODOLOGY

CO1	To identify and discuss the concepts and procedures of sampling, data collection, analysis and reporting
CO2	To examine the research problem and to study the research process.
CO3	To evaluate research designs
CO4	To analyze data collection techniques.
CO5	To organize the research reports

SUBJECT CODE: BB25C

SUBJECT NAME: OPERATIONS MANAGEMENT

CO1	To identify the elements of operation management and transformation processes to enhance productivity and competitiveness.
CO2	To learn the production planning and control techniques to estimate production and operations design
CO3	To learn the inventory management techniques
CO4	To study the suitable materials for handling principles and practices in the operations.
CO5	To enhance the effective use of work measurement techniques



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SUBJECT CODE: BB25D

SUBJECT NAME: MATERIALS MANAGEMENT

CO1	To understand how the knowledge of material management can be an advantageous to logistics and supply chain operations.
CO2	To realize the importance of materials both in product and service.
CO3	To learn the concepts of MRP, ERP and PLM in managing materials
CO4	To understand the issues of ethics in purchasing and negotiating
CO5	To sensitize students on the material management functions like planning, purchasing, controlling, storing, handling, packaging, shipping, distributing and standardizing.

SUBJECT CODE: BB45A - DEVELOPMENT

SUBJECT NAME: ENTREPRENEURIAL

CO1	To provide conceptual exposure on converting idea to a successful entrepreneurial firm
CO2	To understand the functions of the entrepreneur in the successful, commercial application of innovations
CO3	To explore entrepreneurial leadership and management style.
CO4	To learn how to start an enterprise and design business plans, that are suitable for funding by considering all dimensions of business.
CO5	To Understand entrepreneurial process by way of studying different case studies.

SUBJECT CODE: VAE5Q

SUBJECT NAME: VALUE EDUCATION

CO1	To learn about philosophy of Life and Individual qualities.
CO2	To learn and practice social values and responsibilities.
CO3	To learn more of Engineer as Responsible Experimenter.
CO4	To learn more of Risk and Safety assessment with case studies.
CO5	To understand the importance of value-based living



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SEMESTER – VI

SUBJECT CODE: BB26A

SUBJECT NAME: BUSINESS ENVIRONMENT

CO1	To demonstrate sensitivity towards ethical and moral issues and inculcate ability to address them in the course of business.
CO2	To evaluate the legal, social and economic spheres of business
CO3	To familiarize with the nature of business environment and its components.
CO4	To learn the concepts of the political and legal system.
CO5	To understand the importance and role of ethical behavior in the business world today.

SUBJECT CODE: BB26B

SUBJECT NAME: SERVICE MARKETING

CO1	To develop an understanding of the state of the art service management thinking.
CO2	To understand the service marketing opportunities.
CO3	To understand the service design, its strategies and its development.
CO4	To acquire knowledge on central excise duty
CO5	Demonstrate an extended understanding of the similarities and differences in service-based and physical product-based marketing activities

SUBJECT CODE: BB26C

SUBJECT NAME: BUSINESS TAXATION

CO1	To acquire working knowledge of the fundamental tax principles and rules.
CO2	To study the awareness of how taxes can and often do constitute significant costs to businesses and households.
CO3	To understand the provisions of agricultural income.
CO4	To acquire the complete knowledge of basic concepts of income tax
CO5	To understand the concept of exempted incomes

SUBJECT CODE: BB46D MANAGEMENT

SUBJECT NAME: CUSTOMER RELATIONSHIP

CO1	To understand the basic concepts of customer relationship management.
CO2	To understand the marketing aspects of customer relationship management.
CO3	To enhance business communication skills required to work effectively within a marketing team.
CO4	To understand basics of operational Customer relationship management.
CO5	To develop a wide understanding on customer relationship management concepts and frameworks.



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SUBJECT CODE: BB46Q

SUBJECT NAME: PROJECT WORK (GROUP)

CO1	To identify the problem and finding the solution.
CO2	To demonstrates sound technical knowledge of their selected project topic.
CO3	To identify, analyze and solve problems creatively through sustained critical investigation by conducting secondary survey.
CO4	To give a practical exposure on any emerging managerialarea and provide opportunities to the students to apply theoretical and practical knowledge to provide solution.
CO5	Provides space for creativity.



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DEPARTMENT OF VISUAL COMMUNICATION

PROGRAMME NAME MASTER OF VISUAL COMMUNICATION

PROGRAMME OUTCOMES

PO1: Ability to design, develop and produce media content on a wide range of topic

PO2: Demonstrate mastery over a range of skill sets and techniques to work on multiple platforms and formats

PO3: To become an enterprising, enthusiastic and creative media professional

PO4: To become an active and adaptive leader, to keep phase with the rapid changes in media industry

PO5: Ability to conduct independent academic and commercial research with appropriate scientific attitude and commitment

PO6: Ability to make ethical and socially conscious decisions in professional media practices

SEMESTER – I

SUBJECT CODE: MS21A
HUMAN COMMUNICATION

SUBJECT NAME: UNDERSTANDING

CO1	Analyse various aspects of communication and articulate good communication principles.
CO2	Analyse and interpret signals, language, and signs as well as other aspects of human communication.
CO3	Demonstrate various modes of communication using message design principles.
CO4	Determine criteria for appropriate message design by distinguishing multi-level communication flows.
CO5	Analyse and interpret the behaviour of information, communication systems, and the spread of ideas in contemporary mediums.



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SUBJECT CODE: MS212 COMMUNICATION

SUBJECT NAME: GRAPHICS ARTS AND

CO1	Identify and demonstrate the knowledge in 2D Animation and the software
CO2	To build basic ideas and be familiar with important principles of animations
CO3	Utilize knowledge on how to generate a still and image processing in animations
CO4	Develop the fundamentals and various techniques in White board animations
CO5	Analyse the practical knowledge and understand the Photo voice methods and process.

SUBJECT CODE: MS211

SUBJECT NAME: COMPUTER GRAPHICS

- 1 (3D DESIGNS) (PRACTICAL)

CO1	Skills to create 3d designs
CO2	Skills to create Nurbs & Splines
CO3	Skills to create polygon modelling
CO4	Skills to add Textures & material to models
CO5	Skills to take Render output

SUBJECT CODE: MS213 DIGITAL ILLUSTRATION

SUBJECT NAME: CREATIVE

CO1	Job profile as Professionals in Visualization, Creative Illustration, Cartoon and Caricature artist
CO2	Job profile as political Cartoonist, Magazine layout artist, Film Title designers
CO3	Professionals as Visual Analyser, Graphic designers, Special visual effects designer
CO4	Professionalism in Animation design, 2D animation artist
CO5	Job description as Concept Artist, Game Designer, 3D Animator

SUBJECT CODE: MS41A

SUBJECT NAME: CONTEMPORARY

TRENDS IN INDIAN MEDIA – THEORY

CO1	Critically assess the use of rhetoric in an array of advertising and media materials, as demonstrated through successful completion of quizzes and critical analyses and Online critique of advertising and media campaign materials
CO2	Learners can become script writers content writers and program producers for mass media productions.
CO3	Learners will be able to write and develop the content for new media.
CO4	Learners will understand the ethics and basic principles in writing materials for advertisements.



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SUBJECT CODE: MS41B – THEORY

SUBJECT NAME: MEDIA AESTHETICS

CO1	Learners are exposed to Television channels, news reporting
CO2	Learners are trained as cinematographers, Designers, Visualizers
CO3	Learners become program producers, photojournalists
CO4	Learners are trained as social media experts in the media profession
CO5	Learners are experts in Television management production

SEMESTER – II

SUBJECT CODE: MS22A – THEORY

SUBJECT NAME: MEDIATED COMMUNICATION

CO1	Analyse and interpret systems of mediated communication
CO2	Critically evaluate public opinion surveys and polls
CO3	Outline and write a reflexive essay on the effects of media on self and the other
CO4	Analyze and interpret developments in mediated communication using multiple theoretical lenses
CO5	Identify key factors driving the spread of information and virality

SUBJECT CODE: MS22Q

SUBJECT NAME: COMPUTER

GRAPHICS – 2 (CAMERA AND LIGHTING TECHNIQUES) (PRACTICAL)

CO1	Skills to do basic lighting
CO2	Skills to add types of lights & lighting
CO3	Skills to add interior and exterior lighting
CO4	Skills to add camera & camera movements
CO5	Skills to Render with camera movements

SUBJECT CODE: MS222 (THEORY)

SUBJECT NAME: DIGITAL FILM MAKING

CO1	Identify business opportunities and platforms for digital platforms
CO2	Critically appraise the opportunities and economic risks in digital platforms.
CO3	Develop a business plan and online collaboration workspace for entrepreneurship.
CO4	Prepare a low-cost budget and revenue model for independent filmmaking



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SUBJECT CODE: MS22B

SUBJECT NAME: DESIGN THINKING THEORY

CO1	Adopt a problem-solving mindset to reframe design challenges
CO2	Enumerate and select appropriate design thinking approach for specific design problem
CO3	Use design thinking tools and methods to solve real-world problems
CO4	Apply design thinking principles to develop plan of action and wireframe for specific problem domain
CO5	To create prototypes for specific design problem using available design tools and apps

SUBJECT CODE: MS42A THEORY

SUBJECT NAME: WRITING FOR MEDIA:

CO1	Understand the basic concepts of writing techniques for media.
CO2	Learners can become news writers, content writers, and program producers for mass media productions.
CO3	Learners will be able to write and develop the content for new media.
CO4	The course provides Learners with an understanding of the importance of writing for the media.

SUBJECT CODE: MS321 PRESENTATION SKILLS – PRACTICAL

SUBJECT NAME: ANCHORING AND

CO1	Learners will gain knowledge about the dos and don'ts of the presenter
CO2	They will present the program artistically.
CO3	They can present programs and news.
CO4	They come to know the importance of voice, speech, make-up, etc.
CO5	They can face the technical aspects such as camera, lighting, sound, etc.

SEMESTER – III

SUBJECT CODE: MCU4A RESEARCH METHODS – THEORY

SUBJECT NAME: COMMUNICATION

CO1	Outline various steps involved in conducting communication research and identify a researchable topic
CO2	Diagram a communication problem with a causal model and present operational definitions of key constructs
CO3	Prepare a coding framework for analysis coverage of major current news events and apply CATA
CO4	Apply qualitative methods like in-depth interviewing for journalism practices
CO5	Design questionnaire for audience and audience measurement



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SUBJECT CODE: MEDIA DESIGN

SUBJECT NAME: UX AND INTERACTIVE

CO1	Skills to do basics of UI/UX design
CO2	Skills to do Colouring for UI/UX
CO3	Skills to create buttons & icons
CO4	Skills to do prototyping
CO5	Skills to render an output for UI/UX developing

SUBJECT CODE: VISUAL EFFECTS (VFX) – PRACTICAL

SUBJECT NAME: VIDEO EDITING AND

CO1	Skills to do Editing
CO2	Skills to do Editing and advanced techniques in Editing
CO3	Skills to remove wire, rigging, tracking methods and clean plate.
CO4	Skills to do Rotoscopy
CO5	Skills to do Compositing

SUBJECT CODE: 3 (ADVANCED TECHNIQUES) (PRACTICAL)

SUBJECT NAME: COMPUTER GRAPHICS –

CO1	Skills to do basic Character Modelling
CO2	Skills to do Rigging and Parenting
CO3	Skills to do <i>Biped animation</i>
CO4	Skills to do Keyframe animation
CO5	Skills to add <i>Dynamics</i>

SUBJECT CODE: TELLING – ELECTIVE (THEORY)

SUBJECT NAME: TRANSMEDIA STORY

CO1	Critically evaluate popular, on-going transmedia projects
CO2	Explain the decision-making process for adopting a transmedia storytelling in marketing or journalism context
CO3	Prepare a strategic plan and budget for transmedia storytelling for OTT platform on entertainment or strategic communication content
CO4	Demonstrate an ability to prepare a script and storyboard for transmedia project and a web series for OTT
CO5	Apply multimedia skills to produce a short project for transmedia distribution.



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SUBJECT CODE:

SUBJECT NAME: ADVERTISING STRATEGIES

CO1	Apply creative strategies to develop a brand promotion plan
CO2	Interpret data and conduct audience analysis for an advertising campaign
CO3	To produce an original public service advertising for cross platform distribution
CO4	Design banner advertising for websites and embed them a website or a blog
CO5	Demonstrate procedural knowledge on online advertising strategies

SEMESTER – IV

SUBJECT CODE:

SUBJECT NAME: MEDIA ENTREPRENEURSHIP AND INNOVATION – THEORY

CO1	Identify business opportunities and platforms for media entrepreneurship
CO2	Critically appraise the opportunities and economic risks in media entrepreneurship
CO3	Develop a business plan and online collaboration workspace for media start-ups
CO4	Prepare a detailed proposal and strategic vision for establishing a media start-up.
CO5	Prepare a low-cost budget and revenue model for a multimedia news package for freelance assignment

SUBJECT CODE:

SUBJECT NAME: IMMERSIVE MEDIA DESIGN (VR/AR/GAME DESIGN) – THEORY

CO1	Adapt the use of Immersive Technology
CO2	Applied the technology of Virtual reality
CO3	Compare the mobile technology usage combined with Augmented reality
CO4	Evaluate the different immersive Technology of Mixed reality
CO5	Plan to organize the game design

SUBJECT CODE:

SUBJECT NAME: OPTION 1: CAPSTONE PROJECT AND PORTFOLIO OR DISSERTATION - PRACTICAL

CO1	Ability to understand the trends and demands of the media industry
CO2	Ability to fine tune their media skills and prepare to be industry-ready
CO3	Ability to generate, analyse content/data from various sources and convert them to publishable media content
CO4	Ability to work seamlessly with experienced media professionals meeting the rigours of the industry.
CO5	To learn to work independently in assigned projects
CO6	To produce an independent project as the culmination of their training and knowledge showcasing their specialization and specific interest covering contemporary themes/issues.



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SUBJECT CODE:
– (PRACTICAL)

SUBJECT NAME: OPTION 2: DISSERTATION

CO1	Perform literature search and scoping study on selected topics
CO2	Set-up digital workspace for research using applications like Zotero and Qiqqa and Publish or Perish
CO3	Prepare an annotated bibliography following the APA style guide
CO4	Read and summarize academic research articles and evaluate quality based on protocols
CO5	Produce a news story based on academic research following best practices in academic journalism

SUBJECT CODE:
- THEORY

SUBJECT NAME: DIGITAL ASSET MANAGEMENT

CO1	Recognize the Importance of Content Management
CO2	Acquire knowledge of Digital Assets and their Management
CO3	Understand the requirements of storage and staffing for a successful DAM
CO4	Comprehend the workflows and life cycle of the Digital Assets in DAM
CO5	Appreciate the role of DAMs in Brands and Rights

SUBJECT CODE:
COMMUNICATION – THEORY

SUBJECT NAME: DIGITAL MARKETING

CO1	Acquire knowledge of Content Marketing and its development
CO2	Learn the nuances of Content curation
CO3	Understand the functions of Social Media Marketing
CO4	Acquire skills in Social Media Marketing Analytics
CO5	Deepen knowledge of Mobile Media Marketing through social networks



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DEPARTMENT OF ELECTRONIC MEDIA

PROGRAMME NAME MASTER OF ELECTRONIC MEDIA

PROGRAMME OUTCOMES

PO1: Ability to design, develop and produce media content on a wide range of topics

PO2: Demonstrate mastery over a range of skill sets and techniques to work on multiple platforms and formats

PO3: To become an enterprising, enthusiastic, and creative media professional

PO4: To become an active and adaptive leader, to keep pace with the rapid changes in the media industry

PO5: Ability to conduct independent academic and commercial research with appropriate scientific attitude and commitment.

PO6: Ability to make ethical and socially conscious decisions in professional media practices.

SEMESTER – I

SUBJECT CODE: ML21A HUMAN COMMUNICATION

SUBJECT NAME: UNDERSTANDING

CO1	Analyze various aspects of communication and articulate good communication principles.
CO2	Analyze and interpret signals, language, and signs as well as other aspects of Human communication.
CO3	Demonstrate various modes of communication using message design principles.
CO4	Determine criteria for appropriate message design by distinguishing multi-level communication flows.
CO5	Analyze and interpret the behaviour of information, communication systems, and the spread of ideas in contemporary mediums.



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SUBJECT CODE: ML211

SUBJECT NAME: VIDEOGRAPHY PRACTICAL

CO1	Learners can handle video cameras.
CO2	Learners can capture visuals using various camera shots, angles, and movements and elements.
CO3	Learners are capable of visual storytelling.
CO4	Learners can use appropriate lights in both indoor and outdoor shoots.
CO5	Learners gain knowledge of using various lenses.

SUBJECT CODE: ML212

SUBJECT NAME: AUDIO EDITING

- PRACTICAL

CO1	Learners will be able to work with audio files in various format and compression techniques
CO2	Learners will be able to distinguish various features of digital audio
CO3	Learners will be able to clean and edit audio files, add effects
CO4	Learners will be able to produce professional quality audio recordings
CO5	Learners will be able to publish audio programs in various content delivery platforms and Podcast

SUBJECT CODE: MCUAH - THEORY

SUBJECT NAME: MEDIA AESTHETICS

CO1	Learners are exposed to television channels, news reporting
CO2	Learners are trained as cinematographers, designers and visualizers Learners become program producers, photojournalists
CO3	Learners acquire knowledge about various functions and concept of visual technologies involved in media
CO4	Learners are experts in Television management production

SEMESTER – II

SUBJECT CODE: ML22A COMMUNICATION – THEORY

SUBJECT NAME: MEDIATED

CO1	Analyze and interpret systems of mediated communication
CO2	Critically evaluate public opinion surveys and polls
CO3	Outline and write a reflexive essay on the effects of media on self and the other
CO4	Analyze and interpret developments in mediated communication using multiple theoretical Lenses
CO5	Identify design features of communication technologies that influence individual behavior



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SUBJECT CODE: ML221 MAKING – THEORY

SUBJECT NAME: DIGITAL FILM

CO1	Identify business opportunities and platforms for digital platforms
CO2	Critically appraise the opportunities and economic risks in digital platforms.
CO3	Develop a business plan and online collaboration workspace for entrepreneurship.
CO4	Prepare a low-cost budget and revenue model for independent filmmaking

SUBJECT CODE: ML222

SUBJECT NAME: VIDEO EDITING – PRACTICAL

CO1	Learners can use the non-linear edit methods to edit videos.
CO2	They can apply appropriate transitions and effects to video.
CO3	They can use various cuts while editing videos.
CO4	They can edit for the trailer teasers, etc.
CO5	They can understand the concept of montage.

SUBJECT CODE: ML223 ACOUSTICS – PRACTICAL

SUBJECT NAME: SOUND DESIGN AND

CO1	The Learners will come to know the difference between the characteristics of radio and other mediums.
CO2	The learners will be able to write scripts for radio programs
CO3	The learners will be able to understand the principles involved in producing
CO4	Learners will get hands-on experience while doing practice
CO5	Learners will acquire knowledge about audio production applications and ethics of sound

SUBJECT CODE: ML42A THEORY

SUBJECT NAME: WRITING FOR MEDIA –

CO1	Understand the basic concepts of writing techniques for media
CO2	Learners can become news writers, content writers, and program producers for mass media productions
CO3	Learners will be able to write and develop the content for new media.
CO4	Learners will gain knowledge about various elements of writing techniques.
CO5	The course provides learners with an understanding of the importance of writing for media.



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SEMESTER – III

SUBJECT CODE: RESEARCH METHODS – THEORY

SUBJECT NAME: COMMUNICATION

CO1	Outline various steps involved in conducting communication research and identify a researchable topic
CO2	Diagram a communication problem with a causal model and present operational definitions of key constructs
CO3	Prepare a coding framework for analysis coverage of major current news events and apply CATA
CO4	Apply qualitative methods like in-depth interviewing for journalism practices
CO5	Design questionnaire for audience survey and audience measurement

SUBJECT CODE: STORYTELLING – THEORY

SUBJECT NAME: TRANSMEDIA

CO1	Critically evaluate popular, on-going transmedia projects
CO2	Explain the decision making process for adopting a transmedia storytelling in marketing or journalism context
CO3	Prepare a strategic plan and budget for transmedia storytelling for OTT platform on entertainment or strategic communication content
CO4	Demonstrate an ability to prepare a script and storyboard for transmedia project and a web series for OTT
CO5	Apply multimedia skills to produce a short project for transmedia distribution.

SUBJECT CODE: MAKING – PRACTICAL

SUBJECT NAME: DIGITAL SHORT FILM

CO1	Identify business opportunities and platforms for digital platforms
CO2	Critically appraise the opportunities and economic risks in digital platforms.
CO3	Develop a business plan and online collaboration workspace for entrepreneurship.
CO4	Prepare a low-cost budget and revenue model for independent digital film making
CO5	Learn to budget for various types of films and independently develop filmmaking



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SUBJECT CODE: MAKING – THEORY

SUBJECT NAME: DOCUMENTARY FILM

CO1	To master the art of pre-visualizing the film before the actual production
CO2	To understand the importance of Mise-En- Scene and develop the skills for composing shots.
CO3	To analyse the temporal connections in a Narrative
CO4	To get an overview of the essential qualities required for an Actor.
CO5	To acquire additional knowledge on Acting Methods through Exercises and Improvisations.

SUBJECT CODE: – THEORY

SUBJECT NAME: DIRECTION AND ACTING

CO1	Possess the ability to pre visualize the narrative.
CO2	Acquire skills to understand spatial connections and compose shots
CO3	Obtain knowledge about montages and temporal connections.
CO4	Equipped with the basic skills in Acting.
CO5	Learn improvisation techniques and appreciation.

SUBJECT CODE: AND ANALYSIS – THEORY

SUBJECT NAME: FILM APPRECIATION

CO1	Learners will be able to learn the basics of film, art, and culture.
CO2	Acquire significant knowledge about the various film movements. Differentiate narrative and non-narrative film forms.
CO3	Know about our Indian Film History and contemporary trends in filmmaking.
CO4	Acquire in-depth knowledge about the techniques involved in generating concepts, developing their stories, and writing an effective screenplay.
CO5	Approach and Analyze the films based on the theories and concepts

SEMESTER – IV

SUBJECT CODE: AND INNOVATION – THEORY

SUBJECT NAME: MEDIA ENTREPRENEURSHIP

CO1	Identify business opportunities and platforms for media entrepreneurship
CO2	Critically appraise the opportunities and economic risks in media entrepreneurship
CO3	Develop a business plan and online collaboration workspace for media startups
CO4	Prepare a detailed proposal and strategic vision for establishing a media start-up
CO5	Prepare a low-cost budget and revenue model for a multimedia news package for a freelance assignment



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SUBJECT CODE: AND PORTFOLIO – PRACTICAL

SUBJECT NAME: CAPSTONE PROJECT

CO1	Ability to understand the trends and demands of the media industry
CO2	Ability to fine tune their media skills and prepare to be industry-ready
CO3	Ability to generate, analyse content/data from various sources and convert them to publishable media content
CO4	Ability to work seamlessly with experienced media professionals meeting the rigours of the industry.
CO5	To learn to work independently in assigned projects

SUBJECT CODE:

SUBJECT NAME: DISSERTATION – PRACTICAL

CO1	Perform literature search and scoping study on selected topics
CO2	Set-up digital workspace for research using applications like Zotero and Qiqqa and Publish or Perish
CO3	Prepare an annotated bibliography following the APA style guide
CO4	Read and summarize academic research articles and evaluate quality based on protocols
CO5	Produce a news story based on academic research following best practices in academic journalism

SUBJECT CODE:

SUBJECT NAME: DIGITAL ASSET

MANAGEMENT – THEORY

CO1	To introduce Content Marketing and its significance today
CO2	To illustrate the nuances and methodology of Content Curation
CO3	To help students understand the dynamics of Social Media Marketing
CO4	To equip students with skills in Social Media Marketing Analytics
CO5	To outline nuances in mobile media marketing on social networks

SUBJECT CODE:

SUBJECT NAME: DIGITAL MARKETING

COMMUNICATION – THEORY

CO1	Acquire knowledge of Content Marketing and its development
CO2	Learn the nuances of Content curation
CO3	Understand the functions of Social Media Marketing
CO4	Acquire skills in Social Media Marketing Analytics
CO5	Deepen knowledge of Mobile Media Marketing through social networks



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DEPARTMENT OF COMMERCE

PROGRAMME NAME MASTER OF COMMERCE (GENERAL)

PROGRAMME OUTCOMES

PO1. Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO2. Problem Solving: Solve problems from the disciplines of concern using the knowledge, skills and attitudes acquired from humanities/ sciences/ mathematics/ social sciences.

PO3. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

PO4. Individual and Team Work: Function effectively as an individual, and as a member or leader in diverse teams, and in wide variety of settings.

PO5. Ethics: Understand multiple value systems including your own, the moral dimensions of your decisions, and accept responsibility for them.

PO6. Environment and sustainability: Understand the impact of technology and business practices in societal and environmental contexts, and sustainable development.

PO7. Self-directed and life-long learning: Demonstrate the ability to engage in independent and lifelong learning in the broadest context socio-technological changes.

PO8. Computational Thinking: Understand data-based reasoning through translation of data into abstract concepts using computing technology-based tools.

SEMESTER – I

SUBJECT CODE: KD21A SUBJECT NAME: ADVANCED CORPORATE ACCOUNTING AND ACCOUNTING STANDARDS

CO1	Enabling the students to understand the features of Shares and Debentures.
CO2	Develop an understanding about redemption of Shares and Debenture and its types.
CO3	To give an exposure to the company final accounts.
CO4	To provide knowledge on Goodwill.
CO5	Students can get an idea about internal reconstruction.



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SUBJECT CODE: KD21B

SUBJECT NAME: FINANCIAL MANAGEMENT

CO1	Understand the factors responsible for emergence of globalized financial markets.
CO2	Understand meaning, nature and scope of international financial management.
CO3	Gain Knowledge in theories and techniques used financial markets and international banking.
CO4	Describe the functions of financial markets with a particular emphasis on foreign exchange markets.
CO5	Understand meaning, nature and scope of international financial management.

SUBJECT CODE: KD21C BEHAVIOUR

SUBJECT NAME: ORGANIZATIONAL

CO1	Analyze the behaviour of individuals and groups in organizations in terms of organizational behaviour theories, models and concepts
CO2	Apply organizational behaviour concepts, models and theories to real life management situations through case analysis
CO3	Demonstrate a critical understanding of organizational behavior theories and current empirical research associated with the topics covered in this course.
CO4	Communicate effectively in oral and written forms about organizational behaviour theories and their application using appropriate concepts, logic and rhetorical conventions.
CO5	Define, explain and illustrate a range of organizational behavior theories.

SUBJECT CODE: KD21D

SUBJECT NAME: MANAGERIAL ECONOMICS

CO1	To understand the basic elements of managerial economics aspects, nature and decision making.
CO2	To understand the law of demand, supply forecasting, consumer durable
CO3	To understand theories of profit, profit maximization and analysis of Break Even Point.
CO4	To know law of diminishing proportion, product function, Economies of scale.
CO5	To understand Pricing policy under Perfect Competition Monopoly, Monopolistic Competition, Oligopoly and Pricing Objectives and Methods for production to minimize the cost and maximum the profit

SUBJECT CODE: KD41A SPECIALIZED INSTITUTIONS

SUBJECT NAME: ACCOUNTING FOR

CO1	Analyze simple fact situations
CO2	Apply advanced accounting concepts to simple fact situations.
CO3	Apply an understanding of the different ways to use the specialized institutions accounting concepts.



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SEMESTER – II

SUBJECT CODE: KDA2A

SUBJECT NAME: ADVANCED COST

AND MANAGEMENT ACCOUNTING

CO1	Compute the labor cost under different methods of wage payment systems and the rate of labor turnover and allocate the overheads to various departments under primary and secondary distribution systems.
CO2	Apply the methods of job costing, batch costing and contract costing in the respective industries.
CO3	Explain the concept of Uniform Costing and Prepare Reconciliation of Cost and Financial Accounts.
CO4	Take decisions based on marginal costing techniques.
CO5	Prepare and interpret various budgets.

SUBJECT CODE: KDA2B

SUBJECT NAME: QUANTITATIVE

TECHNIQUES FOR BUSINESS DECISIONS

CO1	Understand the basic theory of probability and applications of theoretical distribution in finance.
CO2	Know the role and applications of queuing theory, simulation and time series in business for financial analysis.
CO3	Analyze and interpret the various index numbers in business and to know the economic and business index in India.
CO4	Determine and evaluate the project to minimize the cost and time through CPM.
CO5	Apply the inventory control technique to control the material cost and to identify the optimum profit through game theory that is minimized loss and maximize the profit.

SUBJECT CODE: KDA2C

SUBJECT NAME: MARKETING OF SERVICES

CO1	Differentiate between product and service characteristics, understand service quality management as the basis for developing customer satisfaction and develop skills in service quality problem diagnosis and service improvement.
CO2	Discuss the roles of channel selection, service process and distribution, communication mix.
CO3	Classify the application of customer service philosophy, fundamentals of customer satisfaction.



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SUBJECT CODE: KDAEB AND PRACTICE

SUBJECT NAME: INCOME TAX LAW

CO1	To introduce the basic concept of Income Tax.
CO2	In order to familiarize the different know-how and heads of income with its components.
CO3	It helps to build an idea about income from house property as a concept.
CO4	It gives more idea about the income from business or profession.
CO5	Make the students familiarizes with the concept of depreciation and its provisions.

SUBJECT CODE: KDAXA MANAGEMENT

SUBJECT NAME: TOTAL QUALITY

CO1	Prioritize quality goals based on customer expectations & competition
CO2	Identify improvement areas based on cost of poor quality
CO3	Organize for quality and development of quality culture through small group activities
CO4	Analyze the various types of techniques are used to measure quality.
CO5	Apply the various quality systems in implementation of Total quality management

SEMESTER – III

SUBJECT CODE: KDA3A

SUBJECT NAME: RESEARCH METHODOLOGY

CO1	Provide students with the knowledge of the different research methodologies and philosophical approaches that are available to carry out research in business and management science
CO2	Enable students to make informed decisions on the most appropriate methodological choices to carry out their own research
CO3	Provide students with the knowledge of the research process in business and management science
CO4	Enable students to recognize the problems and limitations associated with certain research methods, instruments for data collection and techniques for data analysis
CO5	Enable students to review and update their initial research proposal accordingly.



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SUBJECT CODE: KDA3B

SUBJECT NAME: KNOWLEDGE MANAGEMENT

CO1	The knowledge strategy has various implications on the working of the organization. There is enough scope for introducing new measures in knowledge audit.
CO2	The various tools used in the process of knowledge management are very useful for effective working of the organization.
CO3	The various tools used in the process of knowledge management are very useful for effective working of the organization.
CO4	Apply knowledge management models and technologies to business situations.
CO5	Create a knowledge management plan to leverage opportunities to create, capture, represent and share knowledge within an organization.

SUBJECT CODE: KDA31

SUBJECT NAME: FUNDAMENTALS OF

INFORMATION TECHNOLOGY

CO1	To introduce the concepts of Abstract data Type, data structure, performance measurement, time and space complexities of algorithms.
CO2	To discuss the implementation linear data structures such as stacks, queues and lists and their applications.
CO3	To discuss the implementation of different nonlinear data structures such as trees and graphs.
CO4	To introduce various search data structures such as hashing, binary search trees, red black trees, splay trees and b-trees.
CO5	To introduce various internal sorting techniques and analyze their time complexities.

SUBJECT CODE: KDAAD DECISION MAKING

SUBJECT NAME: ACCOUNTING FOR

CO1	To enlighten the students thought and knowledge on management Accounting
CO2	Helps to give proper idea on financial statement analysis in practical point of view
CO3	To introduce the concept of fund flow and cash flow statement
CO4	To provide knowledge about budget control keeping in mind the scope of the concept
CO5	To develop the know-how and concept of marginal costing with practical problems.

SUBJECT CODE: KDAAC

SUBJECT NAME: INDIRECT TAXES

CO1	Gain knowledge on Indirect Tax system in India.
CO2	Acquire knowledge on GST in India.
CO3	Understand the registration procedure in GST
CO4	Awareness of GST E return filling details.
CO5	Understand the Customs Act in India.



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SUBJECT CODE: KDAXB SUBJECT NAME: BUSINESS ETHICS, CORPORATE GOVERNANCE & AMP; SOCIAL RESPONSIBILITY

CO1	To understand ethical issues in business
CO2	knowledge about leadership qualities
CO3	Follow up of Governance practices
CO4	capable of making decisions
CO5	Understanding Social responsibility

SEMESTER – IV

SUBJECT CODE: KDA4A SUBJECT NAME: MANAGEMENT INFORMATION SYSTEMS

CO1	fundamental knowledge about management information system
CO2	Apply the knowledge in developing database for business concerns.
CO3	Understand the telecommunications trend and network model.
CO4	Analyze the implications of various types of information system.
CO5	Create information system for various business functions of an organization.

SUBJECT CODE: KDA4G SUBJECT NAME: INVESTMENT ANALYSIS AND PORTFOLIO THEORY

CO1	Understand the various investment Avenues and Risk and return on Investments.
CO2	Understand and evaluate the Time value of money and Bond valuation.
CO3	Apply and analyze the tools while taking the investment decisions.
CO4	Create and develop a portfolio for an investor based on few theories.
CO5	Understand and evaluate the portfolio performance

SUBJECT CODE: KDA4C SUBJECT NAME: MERCHANT BANKING AND FINANCIAL SERVICES

CO1	Explain the financial system and its reforms.
CO2	Evaluate the functions of financial market
CO3	Analyze the operations of stock exchange and compare the various schemes of mutual funds.
CO4	Identify the best financial institutions
CO5	Discuss about the services of Merchant Bankers



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SUBJECT CODE: KDAA1
ACCOUNTING

SUBJECT NAME: COMPUTERIZED

CO1	Solve the problems using the statistical functions that are available in Ms-Excel.
CO2	Create company details and entering transactions in different types of vouchers using Tally software.
CO3	Know how to create customer profile, various cost categories and prepare the outstanding reports.
CO4	Make inventory vouchers and prepare Taxation report using Tally software.
CO5	Create security control and send accounting reports using internet and e-mail.



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DEPARTMENT OF LANGUAGES

PROGRAMME NAME TAMIL

SEMESTER – I

SUBJECT CODE: LA11A

SUBJECT NAME: TAMIL – 1

CO1	மொழியே ஒரு மனிதனின் தனிப்பட்ட அடையாளத்தையும் பண்பாட்டையும் நாகரீகத்தையும் கலாச்சாரத்தையும் பிரதிபலிக்கும் காலக் கண்ணாடியாக திகழ்கிறது.
CO2	மொழித் திறனை பெறுபவர்கள் நடைமுறை வாழ்க்கையுடன் பொருந்தி வாழும் வல்லமையைப் பெறுவார்கள்.
CO3	பேச்சுக்கலை, எழுத்துக்கலை, நிகழ்த்துக் கலை என பல விதமான கலைகளை மொழி பாடத்துடன் கற்றுக்கொள்ளலாம். கவிதை, கட்டுரை, நாடகம், சிறுகதை போன்ற துறைகளில் சிறந்த எழுத்தாளராகவும் விமர்சகராகவும் விளங்கிட மொழிப்பாடம் அவசியமாகிறது.
CO4	அரசியல், சினிமா என்கிற திரைப்படத்துறையிலும் ஊடகத் துறையிலும் சிறந்து விளங்கிட மொழிப்பாடம் முதன்மையானதாக உதவுகிறது.
CO5	அரசு மற்றும் தனியார் சார்ந்த நிறுவனங்களில் பணி வாய்ப்பு பெற மொழி பற்றிய தகவல்கள் அறிவும் அவசியமாக விளங்குகிறது
CO6	தமிழ்மொழி கற்றல் கற்பித்தலில் அதிக பயன்பாடு தமிழ்நாடு அரசு அரசுப் பணிகளுக்கும் இந்திய குடிமைப் பணிகளுக்கும் மற்றும் போட்டித் தேர்வுகள் பலவற்றுக்கும் தமிழ் மொழிப்பாடம் இன்றியமையாததாக உதவுகிறது



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SUBJECT CODE: NLT1C

SUBJECT NAME: BASIC TAMIL – I

CO1	அடிப்படைத் தமிழ் பாடத்தை கற்பதன் வழி பிற மொழியை சார்ந்த மாணவர்கள் தமிழில் உள்ள மொத்த எழுத்துக்கள் குறித்தும் அதை எவ்வாறு உச்சரிக்க வேண்டும் என்பதையும் அறிந்து தமிழ் மொழியை படிக்கத் தொடங்குவர்.
CO2	இந்தப் பாடப் பகுதியை கற்பதன் வழி தமிழ் மொழி அறியாத பிற மொழி மாணவர்கள் தமிழ் மொழியை கற்று இதழ்கள், ஊடகங்கள் ஆகியவற்றுள் இடம்பெறும் தமிழ் வழக்குகளை புரிந்துகொள்வர் .
CO3	இந்தப் பாடத்தைப் படிப்பதால் பிற மொழி சார்ந்த மாணவர்கள் தமிழ்நாட்டிலுள்ள அரசு வேலைவாய்ப்புகளில் முன்னுரிமையும் பணியாற்றுவதற்கான தகுதியையும் பெறமுடியும்.

SEMESTER – II

SUBJECT CODE: LA12A

SUBJECT NAME: TAMIL – II

CO1	படிப்பவர் உள்ளம் பண்படுகிறது.
CO2	நடுக்கம் நீங்கி அமைதி ஏற்படுகிறது.
CO3	ஒவ்வொரு இலக்கியமும் மனிதனை உயர்வினை நோக்கி அழைத்துச் செல்வதோடு அவற்றை இலக்கியங்கள் அறிவிக்கின்றன.
CO4	இலக்கியங்கள் வாயிலாக பண்டைய தமிழர்களின் அறிவியல் திறன், நிர்வாகத்திறன், ஆட்சித் திறன் மற்றும் தொழில் சார்ந்த மனிதன் வாழத் தேவையான கண்டுபிடிப்புகளையும் அறிய முடிகின்றது.
CO5	இலக்கியங்களை படிப்பதனால் நல்லற ஒழுக்கத்தைப் பின்பற்றுதல், சமூகத்தில் மக்களோடு மக்களாக பின்னிப்பிணைந்து இருத்தல், சமூக விழுமியங்களை கற்றுக் கொள்ளுதல் ஆகியவை இலக்கியங்கள் வெளிப்படுத்துகின்றன.



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SUBJECT CODE: NLT2D

SUBJECT NAME: BASIC TAMIL – II

CO1	இரண்டாம் பருவ அடிப்படைத் தமிழ் பாடத்திட்டத்தை மாணவர்கள் கற்பதன் வழியாக தமிழ் இலக்கிய வரலாற்றையும் தமிழ் சமூக அமைப்பு அக்காலத்தில் எவ்வாறு இருந்தது என்பது பற்றியும் அறிந்து கொள்வர்.
CO2	நீதி நூல்களாகிய ஆத்திசூடி, கொன்றைவேந்தன், திருக்குறள் ஆகியவற்றை கற்பதன் வழி நீதி நெறிகளை தங்களது வாழ்க்கையில் பயன்படுத்துவர்.
CO3	தமிழ் மக்கள் எவற்றிலெல்லாம் சிறந்து விளங்கினர் அவர்களின் தனித்தன்மை பண்பாடு தொழில் என இன்ன பிறவற்றில் தனித்த அடையாளத்தை பெற்று வந்ததையும் மாணவர்கள் தெரிந்து கொள்வர்.

SEMESTER – III

SUBJECT CODE: LA13A

SUBJECT NAME: TAMIL – III

CO1	ஒவ்வொரு சமயத்தவரும் தமிழ் மொழியின் வளர்ச்சிக்கு ஆற்றிய தொண்டினை அறிவர்
CO2	சமயத் தலைவர்கள் சமூக நல்லிணக்கத்திற்கு ஆற்றிய பங்களிப்பை அறிதல்.
CO3	அறம், பொருள், இன்பம், வீடு ஆகியவற்றில் ஒன்று குறைந்து வருவது சிற்றிலக்கியத்தின் இயல்பு என அறிதல்.
CO4	மாணவர்களிடையே பக்தி இலக்கியங்கள் குறித்த புரிதல் ஏற்படுதல்.
CO5	தமிழும் பக்தியும் இணைந்து தமிழ்ச் சமூகத்தில் ஏற்பட்ட மாற்றத்தை அறிதல்.



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SEMESTER – IV

SUBJECT CODE: LA14A

SUBJECT NAME: TAMIL – IV

CO1	தமிழ் காப்பியங்களில் இருந்து வெளிப்படும் செய்திகளைப் பார்க்கும்போது தமிழர்களின் அறம் சார்ந்த வாழ்க்கை நிலையினையும் நாகரீகம் பண்பாடு மற்றும் கண்டுபிடிப்புகள் சார்ந்த அறிவு நுணுக்க செய்திகளை அறிந்து கொள்ளுதல்.
CO2	புராண வரலாற்றில் பத்தாயிரம் ஆண்டுகளுக்கு முன்பே தோன்றிய இலக்கியம் வால்மீகி ராமாயணம் அவ்வகையில் ராமனின் நேர்மை உண்மை நாட்டுக்கு உழைத்தல் மானுடவியலின் சிறப்பையும் கம்பராமாயணம் மூலம் அறியலாம்.
CO3	சைவ இலக்கியத்தில் 63 நாயன்மார்களின் வரலாற்றை பெரியபுராணத்தின் வாயிலாகவும் பெரியபுராணம் தமிழ் மொழியின் தூய்மையான பக்தி இலக்கியம் என்பதையும் அறிய முடிகிறது.
CO4	தமிழ் இலக்கியத்தில் கலைச் சொற்களை அறிந்து கொள்ளல் மற்றும் புதுக்கவிதை சிறுகதை போன்ற படைப்புகளை எவ்வாறு அடையலாம் என்பதை தெளிவாக தெரிந்து கொள்ளுதல்.



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PROGRAMME NAME	ENGLISH
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SEMESTER – I

SUBJECT CODE: LZ11A	SUBJECT NAME: COMMUNICATIVE ENGLISH - I
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CO1	To develop the intellectual, personal, and professional abilities of students.
CO2	To acquire basic language skills.
CO3	To acquire the linguistic competence necessarily required in various life situations.
CO4	To interpret texts in a variety of genres by performing close readings
CO5	To develop vocabulary and improve the accuracy in grammar.

SUBJECT CODE: PZ1AA	SUBJECT NAME: PROFESSIONAL ENGLISH FOR ARTS AND SCIENCE - I
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CO1	To learn to write simple sentence without committing errors.
CO2	Will be able to read with understanding.
CO3	To learn to use all the four skills effectively.
CO4	To develop and integrate the use of the four skills – Listening, Speaking, Reading, and Writing
CO5	To stimulate real life situation in classroom practice dialogue.

SUBJECT CODE: PZ1CA	SUBJECT NAME: PROFESSIONAL ENGLISH FOR COMMERCE AND MANAGEMENT - I
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CO1	To learn to write simple sentence without committing errors.
CO2	Will be able to read with understanding.
CO3	To learn to use all the four skills effectively.
CO4	To develop and integrate the use of the four skills – Listening, Speaking, Reading, and Writing.
CO5	To stimulate real life situation in classroom practice dialogue.



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SUBJECT CODE: PZ1SA SUBJECT NAME: PROFESSIONAL ENGLISH FOR PHYSICAL SCIENCE - I

CO1	To learn to write simple sentence without committing errors.
CO2	Will be able to read with understanding.
CO3	To learn to use all the four skills effectively.
CO4	To develop and integrate the use of the four skills – Listening, Speaking, Reading, and Writing.
CO5	To stimulate real life situation in classroom practice dialogue.

SEMESTER – II

SUBJECT CODE: LZ12A SUBJECT NAME: COMMUNICATIVE ENGLISH - II

CO1	To enrich the knowledge of the students.
CO2	To equip the students to cope up with the demands of the existing education in higher learning.
CO3	To cope up with the existing intellectual scenario through their speaking skills.
CO4	To set a path to realize their full potential.
CO5	To build confidence to face the corporate world.

SUBJECT CODE: PZ1AB SUBJECT NAME: PROFESSIONAL ENGLISH FOR ARTS AND SCIENCE -II

CO1	To recognize their own ability to improve their own competence in using the language.
CO2	To use language for speaking with confidence in an intelligible and acceptable manner.
CO3	To understand the importance of reading for life.
CO4	To read independently unfamiliar texts with comprehension.
CO5	To write simple sentences without committing error of spelling or grammar.



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SUBJECT CODE: PZ1CB SUBJECT NAME: PROFESSIONAL ENGLISH FOR COMMERCE AND MANAGEMENT - II

CO1	To recognize their own ability to improve their own competence in using the language.
CO2	To use language for speaking with confidence in an intelligible and acceptable manner.
CO3	To understand the importance of reading for life.
CO4	To read independently unfamiliar texts with comprehension.
CO5	To write simple sentences without committing error of spelling or grammar.

SUBJECT CODE: PZ1SC SUBJECT NAME: PROFESSIONAL ENGLISH FOR PHYSICAL SCIENCE - II

CO1	To recognize their own ability to improve their own competence in using the language.
CO2	To use language for speaking with confidence in an intelligible and acceptable manner.
CO3	To understand the importance of reading for life.
CO4	To read independently unfamiliar texts with comprehension.
CO5	To write simple sentences without committing error of spelling or grammar.

SEMESTER – III

SUBJECT CODE: LZ13A/LZ13B/LZ13C SUBJECT NAME: LANGUAGE THROUGH LITERATURE – I

CO1	Students will reveal the extent of enhancement of their vocabulary and use them appropriately to communicate in contexts.
CO2	Students will become aware of commonly occurring errors and avoid committing them in language use.
CO3	Students will attempt different kinds of writing – essays, emails, blogs, letters etc – prepare resumes to face interviews and create a webpage for themselves and others.
CO4	Students will convert short stories into plays or skit and role play the scenes and make a dramatic presentation of the scenes.
CO5	Students will show their awareness of contemporary issues and themes that are socially relevant by reading texts of different literary genres.



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SUBJECT CODE: TSSEC SUBJECT NAME: SOFT SKILLS – ESSENTIAL OF SPOKEN AND PRESENTATION SKILLS – LEVEL – I

CO1	Will improve LSRW skills significantly.
CO2	Will have the ability to present well in business contexts.
CO3	Will have the ability to converse effectively in group communications.
CO4	Will have the potential to attend interviews successfully.
CO5	Will develop the skill to deliver speeches effectively in public contexts.

SEMESTER – IV

SUBJECT CODE: LZ14A/LZ14B/LZ14C SUBJECT NAME: LANGUAGE THROUGH LITERATURE – II

CO1	Students will improve the ability to gather ideas and information to collaborate and write with clarity and ease.
CO2	Students will attempt different kinds of writing – prepare itineraries, checklists and write about social events, festivals, sports, nature and environment, critique and analyse various information and write opinions, reviews and appraisals and acquire basic skills of translation.
CO3	Students will express understanding of topics/characters/ideas by writing an acrostic poem, analyse and critique the unity and diversity in Indian cultures.
CO4	Students will write outlines and stories based on text and picture-based hints, rewrite and expand the plot of a story
CO5	Students will acquire a sensibility to the social and economic divisions that prevail and its consequences and enhance the skills of creative and critical thinking that will help them form opinions

SUBJECT CODE: TSSED SUBJECT NAME: SOFT SKILLS – ESSENTIAL OF SPOKEN AND PRESENTATION SKILLS – LEVEL – 2

CO1	Will have the ability to read English with understanding.
CO2	Will have the skills to speak intelligently and write correctly.
CO3	Will have the ability to write description of people, places, and things.
CO4	Will have the potential to discuss effectively.
CO5	Will have the talents to manage any interview successfully.



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PROGRAMME NAME HINDI

SEMESTER – I

SUBJECT CODE: CLE1E

SUBJECT NAME: HINDI – 1

CO1	नई शब्दों का अवगाहन
CO2	शब्दों का प्रयोग
CO3	प्रयोजन मूलक हिन्दी का ज्ञान
CO4	पत्र लेखन का अवगाहन
CO5	हिन्दी भाषा का ज्ञान

SEMESTER – II

SUBJECT CODE: CLE2G

SUBJECT NAME: HINDI – II

CO1	शब्द बाण्डारका ज्ञान
CO2	नई शब्द का ज्ञान
CO3	कहानी लेखन का आशा

SEMESTER – III

SUBJECT CODE: CLE3H

SUBJECT NAME: HINDI - III

CO1	भाषा ज्ञान
CO2	कविता लेखन का प्रयास
CO3	नई शब्दों का प्रयोग
CO4	हिन्दी इतिहास का ज्ञान
CO5	पुराने कवियों का ज्ञान



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SEMESTER – IV

SUBJECT CODE: CLE4J

SUBJECT NAME: HINDI – IV

CO1	नई शब्दों का प्रयोग
CO2	कविता में आशक्ति
CO3	हिन्दी साहित्य का अवगाहन



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PROGRAMME NAME FRENCH

SEMESTER – I

SUBJECT CODE: LK11A

SUBJECT NAME: FRENCH – I

CO1	Remember the usage of grammatical tenses in constructing sentences in dialogue.
CO2	Apply the rules of usage in practice exercises and identify errors
CO3	Explain the nuances in the usage of various grammatical tenses and aspects
CO4	Demonstrate knowledge of various expressions of opinion, emotions, cause, effect, purpose, and hypothesis in French
CO5	Communicate in French and summarize the given text

SEMESTER – II

SUBJECT CODE: CLK2T(LK12A)

SUBJECT NAME: FRENCH – II

CO1	Understand and apply grammatical concepts in drafting sentences and paragraphs
CO2	Apply the rules and regulations in handling usage of past tense, practice exercises and identify errors
CO3	Explain and summarize a French document
CO4	Demonstrate knowledge of various expressions of opinion, emotions, cause, effect, purpose, and hypothesis in French
CO5	Develop writing and communication skills

SEMESTER – III

SUBJECT CODE: CLK3V

SUBJECT NAME: FRENCH – III

CO1	Understand the structure and use of different grammatical tenses
CO2	Display translated texts
CO3	Draft and summarize the literary texts
CO4	Identify and apply different grammatical tenses
CO5	Analyze and critically assess the literary texts



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SEMESTER – IV

SUBJECT CODE: CLK4W

SUBJECT NAME: FRENCH – IV

CO1	Demonstrate the usage of connecting words
CO2	Understand and differentiate tenses in “Le Temps du Passé”
CO3	Draft and summarize the literary texts
CO4	Identify and apply different grammatical tenses of “le temps du passé”
CO5	Analyze and critically assess the literary texts