



Dr. Bhimrao Ambedkar University, Agra

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A Documentary Support
for

Matric No. – 1.1.1

Programme Outcomes & Course Outcomes

*under the
Criteria – I*

(Curriculum Design and Development)

Key Indicator - 1.1

*in
Matric No. – 1.1.1*

**MASTER OF COMMERCE (BUSSINESS
ADMINISTRATION GROUP)**

2022


Registrar
Dr. B.R.A. University, Agra

Master of Commerce (M.Com.)

Department of Business Administration

Program outcomes

367	M.Com. (Business Administration)	<ul style="list-style-type: none">• To provide a systematic and rigorous learning and exposure to management and administration related disciplines.• To train the student to develop conceptual, applied and research skills as well as competencies required for effective problem solving and right decision making in routine and special activities relevant to financial management of business.• To acquaint a student with conventional as well as contemporary areas in the discipline of Commerce.• To enable a student well versed in national as well as international trends.• To facilitate the students for conducting business, accounting and auditing practices, role of regulatory bodies in corporate and financial sectors nature of various financial instruments.
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Course Outcome

Course Code	Course Name	Course Outcome
BA 101	Research Methods	<ul style="list-style-type: none">• Explain the concept of Research in business.• Grasp why nations are engaged in research and why their economic growth has accelerated.• Understanding the procedure and process of research business.
BA 102	Statistical Analysis	The basic objective of this course is to develop a sense of computation amongst the students and this course shall be helpful in developing the knowledge of control tendency, symmetrical & asymmetrical distribution pattern, index

		number, probability and hypothesis testing etc.
BA 103	Management of Industrial Relations	The course aims at providing fundamental knowledge and exposure to the industrial relations and related aspects prevailing in industries and to familiarize the students with various Labour Legislations applicable to businesses.
BA 104	International Marketing Management	<ul style="list-style-type: none"> • To acquaint the students with key concepts of Strategic management in the area of Foreign Trade such- As take over, diversification and expansion • To equip them with necessary skills in the applied and functional areas in international marketing management Foreign Trade.
BA 105	Industrial Project - 1	•
BA 106	Minor	
BA 201	Management Concept and Application	<ul style="list-style-type: none"> • To enable students to have a basic perspective of Management Theories and Practices. • This will form foundation to study other functional areas of management and to provide the students with the conceptual framework and the theories underlying Organizational Behavior.
BA 202	Business Ethics	<ul style="list-style-type: none"> • To understand the Business Ethics and to provide best practices of business ethics. • To learn the values and implement in their careers to become a good managers.
BA 203	Corporate Governness & CSR	The objective of the course is to familiarize the students with the nature and scope of Corporate Governance & C.S.R.
BA 204	Business Policy & Strategic	The basic objective of this course is to develop in the mindset of a student a quest for strategic planning and thinking. Students shall be equipped with analytical ability

	Management	and would be able to raw long term plans for an organization in the best possible manner.
BA 205	Organizational Behavior	<ul style="list-style-type: none"> • The basic objective of the course is to familiarize the students with the various aspects of organizational behaviour which is must for every manager at work. • The course will be able to help a student to develop an acumen on dynamics of interaction, interpersonal and group behaviour. It will also develop an understanding of personality, Power, Politics and Motivation in an organization.
BA 206	Industrial Project-2	
BA 301	Project Planning & Control	<ul style="list-style-type: none"> • Understanding the concept of planning, monitoring and controlling projects; scope, time and cost • Monitor and control project progress – manage changes and deviations • Establishing project status and calculating forecasts based on the Earned Value technique • Use best practice examples to significantly improve project outcomes.
BA 302	Entrepreneurship in India	<ul style="list-style-type: none"> • To understand the concept of entrepreneurship and skill sets of an entrepreneur. • To examine historical and theoretical perspective of entrepreneurship. • To enable recognition and shaping of various opportunities for new venture. • To develop a credible business plan for real life situations.
BA 303	Basics of Export Marketing	The objective of the course is to familiarize the students with the nature and scope of export marketing as also the

		Basics four P's in Export Marketing
BA 304	Advertisement Management	<ul style="list-style-type: none"> • Explain the structure of the advertising industry, the main functions and relationships within it, and current developments within the industry. • Offer a critical account of the process and context of advertising/communications planning, informed by both practitioner and academic literature on advertising.
BA 305	Disaster Management	<ul style="list-style-type: none"> • The purpose of this course is to provide an understanding of basic concepts of various disasters and its management. In addition, the course will enable them to understand the usage of information system and disaster management.
BA 306	Operation Research & QT	This module aims to introduce students to use quantitative methods and techniques for effective decisions-making; model formulation and applications that are used in solving business decision problems.
BA 307	Research Project-1	
BA 401	Security Analysis & Port Folio Management	<ul style="list-style-type: none"> • The basic objective of this course is to provide a student with a sound knowledge of the concept and theories of security analysis and portfolio management. • The student will devote himself whole heartedly for the implementation of these concepts in the best possible manner for the overall growth of the organization.
BA 402	International Human Resource Practices	The main objective of this course is to explore the dynamics of global business environment and to prepare the students about examining the maximization of returns in context with human resources.

BA 403	Rural & Agriculture Marketing	The course aims to familiarize the students with the basic concepts of Rural Marketing and marketing of agricultural inputs and produce.
BA 404	Advanced Sales Management	<ul style="list-style-type: none"> • Explain the basic principles of sales management; • Demonstrate an understanding of the role of the sales force as a part of the marketing mix. • Understand the role of the function of sales management in the corporate structure.
BA 405	Retail Management	<ul style="list-style-type: none"> • State the various types of retailing formats. • Analyse the growth of retail sector in India. • State the retail industry in India- a complete region wise analysis. • Reproduce the career growth prospects in retail industry. • Identity the importance of retail location.
BA 406	Supply Chain & Logistic Management	<ul style="list-style-type: none"> • To describe the increasing significance of logistics and its impact on both costs and service in business and commerce. • To incorporate and learn the critical elements of logistics and supply-chain management processes based on the most relevant application in forward-thinking companies.
BA 407	E- Marketing	<ul style="list-style-type: none"> • This course provides a thorough understanding of the principles and practices associated with using the internet to market goods and services. • It explores how the internet can be used effectively to enhance marketing activities of corporate enterprises, non-profits and government agencies.
BA 408	Research Project	<ul style="list-style-type: none"> •

Master of Commerce (M.Com.)

Department of Applied Business Economics

Course Code	Course Name	Course Outcome
ABE 101	Research Methods	<ul style="list-style-type: none">• Explain the concept of Research in business.• Grasp why nations are engaged in research and why their economic growth has accelerated.• Understanding the procedure and process of research business.
ABE 102	Statistical Analysis	The basic objective of this course is to develop a sense of computation amongst the students and this course shall be helpful in developing the knowledge of control tendency, symmetrical & asymmetrical distribution pattern, index

		number, probability and hypothesis testing etc.
ABE 103	Global Business Environment	<ul style="list-style-type: none"> • To give students understanding about the various constituents of global business environment. • To study the benefits and cost of globalization.
ABE 104	Managerial Economics	To provide a foundation to microeconomics by providing a deep understanding of the basic principles of microeconomics. The course also aims to explain the usage of important analytical tools of economics that will enable to understand business organizations and the dynamics of business. It also aims to impart the basic dynamics of the market through the analysis of the economics of consumption and production.
ABE 105	Industrial Project - 1	•
ABE 106	Minor	
ABE 201	Management-Concept and Application	<ul style="list-style-type: none"> • To enable students to have a basic perspective of Management Theories and Practices. • This will form foundation to study other functional areas of management and to provide the students with the conceptual framework and the theories underlying Organizational Behavior.
ABE 202	Business Ethics	<ul style="list-style-type: none"> • To understand the Business Ethics and to provide best practices of business ethics. • To learn the values and implement in their careers to become a good managers.
ABE 203	International Business Management	To familiarize the students with the concepts and principles of international business and promote student's interests in a global marketplace by applying the same in various global scenarios. The course also aims to develop multicultural managers for employment mobility in international firms

		across borders.
ABE 204	Indian Financial Market	<ul style="list-style-type: none"> • To introduce students to the world of financial services • To enrich student's understanding of the fundamental concepts and working of financial service institutions <p>To equip students with the knowledge and skills necessary to become employable in the financial service industry.</p>
ABE 205	Foreign Exchange & Control in India	<ul style="list-style-type: none"> • The basic objective of the course is to familiarize the students with the various aspects of organizational behaviour which is must for every manager at work. • The course will be able to help a student to develop an acumen on dynamics of interaction, interpersonal and group behaviour. It will also develop an understanding of personality, Power, Politics and Motivation in an organization.
ABE 206	Industrial Project - 2	
ABE 301	Project Planning & Control	<ul style="list-style-type: none"> • Understanding the concept of planning, monitoring and controlling projects; scope, time and cost • Monitor and control project progress – manage changes and deviations • Establishing project status and calculating forecasts based on the Earned Value technique • Use best practice examples to significantly improve project outcomes.
ABE 302	Entrepreneurship in India	<ul style="list-style-type: none"> • To understand the concept of entrepreneurship and skill sets of an entrepreneur. • To examine historical and theoretical perspective of entrepreneurship.

		<ul style="list-style-type: none"> • To enable recognition and shaping of various opportunities for new venture. • To develop a credible business plan for real life situations.
ABE 303	Foreign Trade Legislation in India	<ul style="list-style-type: none"> • To acquaint the students with key concepts in Legislation and Taxation of Foreign Trade. • To equip the students to deal with necessary issues of Taxation process applicable in the Foreign Trade.
ABE 304	Multinational Financial Management	<ul style="list-style-type: none"> • To acquaint the students with key concepts in the area of multinational financial management. • To equip them necessary skills in the applied and functional areas of multinational financial management, and • To develop competencies of students to manage risk and uncertainty in the competitive and challenging international business environments.
ABE 305	Banking Reforms & Regulation in India	<ul style="list-style-type: none"> • This course is designed to acquaint the students with the conceptual and operational parameters of banking reforms & regulation in India.
ABE 306	Operation Research & QT	This module aims to introduce students to use quantitative methods and techniques for effective decisions-making; model formulation and applications that are used in solving business decision problems.
ABE 307	Research Project-1	
ABE 401	Security Analysis & Port Folio Management	<ul style="list-style-type: none"> • The basic objective of this course is to provide a student with a sound knowledge of the concept and theories of security analysis and portfolio management. • The student will devote himself whole heartedly for

		<p>the implementation of these concepts in the best possible manner for the overall growth of the organization.</p>
ABE 402	GST Theory & Practice	<ul style="list-style-type: none"> • To acquaint the students with basic principles underlying the provisions of indirect tax laws and to develop a broad understanding of the tax laws and accepted tax practices. • To give an understanding of the relevant provisions of Goods & Service Tax. • Expose the participants to real life situations involving taxation and to equip them with techniques for taking tax-sensitive decisions. • Students will learn to define various aspect of indirect taxes (GST) like, Registration, Concept of Supply etc.
ABE 403	Management for MSME	<ul style="list-style-type: none"> • Explain basic concepts of SME and challenges of MSMEs. • Outline the opportunities to Set-Up SSI/SME Units and role of rural & women entrepreneurship. • Illustrate roles of various institutions supporting MSMEs. • Management of MSME, NPA & sickness units. • Evaluate role of Government in Promoting Entrepreneurship
ABE 404	E - Business	<ul style="list-style-type: none"> • The subject will help the students to develop skills to manage businesses in the digital world.
ABE 405	Export - Import Financing in India	<ul style="list-style-type: none"> • To enable students to understand the increasingly complex world of trade and provide appropriate service. • To train them to learn the procedure detailing the movement of payment and credit through banks and

		<p>other channels, and</p> <ul style="list-style-type: none"> • To acquaint students with new and integrated approaches to trade finance.
ABE 406	Insurance Risk Management	<ul style="list-style-type: none"> • Evaluate the growth and Development of Insurance Business. • Understand the working and functioning of the Insurance Sector. • Study the inter-relationship between Insurance & Risk Management. • Analyze the Role of Insurance Business Intermediaries. • Obtain an overview of Regulatory Framework of Insurance Sector.
ABE 407	Disaster Management	<ul style="list-style-type: none"> • The purpose of this course is to provide an understanding of basic concepts of various disasters and its management. In addition, the course will enable them to understand the usage of information system and disaster management.
ABE 408	Research Project-2	<ul style="list-style-type: none"> •

Master of Commerce (M.Com.)

Department of Accounts and Law

Course Code	Course Name	Course Outcome
ACL 101	Research Methods	<ul style="list-style-type: none">• Explain the concept of Research in business.• Grasp why nations are engaged in research and why their economic growth has accelerated.• Understanding the procedure and process of research business.
ACL 102	Statistical Analysis	The basic objective of this course is to develop a sense of computation amongst the students and this course shall be helpful in developing the knowledge of control tendency, symmetrical & asymmetrical distribution pattern, index

		number, probability and hypothesis testing etc.
ACL 103	Advanced Auditing	This course will enable the students to develop an understanding of the concept of auditing and the various types of auditing used in the corporate world. It will also give an insight into the contemporary topics representing the latest developments in the field of auditing..
ACL 104	Advanced cost Accounting	The basic objective of this course is to develop knowledge of cost & its types. A student shall also learn about the various techniques of cost control.
ACL 105	Industrial Project-1	
ACL 106	Minor	
ACL 201	Management Concept and Application	<ul style="list-style-type: none"> • To enable students to have a basic perspective of Management Theories and Practices. • This will form foundation to study other functional areas of management and to provide the students with the conceptual framework and the theories underlying Organizational Behavior.
ACL 202	Business Ethics	<ul style="list-style-type: none"> • To understand the Business Ethics and to provide best practices of business ethics. • To learn the values and implement in their careers to become a good managers.
ACL 203	Corporate Tax Planning	The basic objective of this course is to equip a student with a sound knowledge of corporate tax planning and management.
ACL 204	Strategic Financial Management	<ul style="list-style-type: none"> • The basic objective of this course is to infuse in the minds of a student the concepts and theories of strategic financial management. • A student will gain knowledge about different strategy.
ACL 205	Corporate Legal Framework	<ul style="list-style-type: none"> • The basic objective of this course is to make a student abreast with the legal formalities and hassles

		<p>of any company.</p> <ul style="list-style-type: none"> • This course shall be a tool to develop legal acumen and to solve legal problems of an organization as and when need arises.
ACL 206	Industrial Project-2	
ACL 301	Project Planning & Control	<ul style="list-style-type: none"> • Understanding the concept of planning, monitoring and controlling projects; scope, time and cost • Monitor and control project progress – manage changes and deviations • Establishing project status and calculating forecasts based on the Earned Value technique • Use best practice examples to significantly improve project outcomes.
ACL 302	Entrepreneurship in India	<ul style="list-style-type: none"> • To understand the concept of entrepreneurship and skill sets of an entrepreneur. • To examine historical and theoretical perspective of entrepreneurship. • To enable recognition and shaping of various opportunities for new venture. • To develop a credible business plan for real life situations.
ACL 303	Indian Financial Market	<ul style="list-style-type: none"> • To introduce students to the world of financial services • To enrich student's understanding of the fundamental concepts and working of financial service institutions • To equip students with the knowledge and skills necessary to become employable in the financial service industry.
ACL 304	Disaster	<ul style="list-style-type: none"> • The purpose of this course is to provide an

	Management	understanding of basic concepts of various disasters and its management. In addition, the course will enable them to understand the usage of information system and disaster management.
ACL 305	Management Accounting & Control	<ul style="list-style-type: none"> • The basic objective of this course is to develop knowledge of cost & its types. • A student shall also learn about the various methods of budgeting and its relevance in any organization. • Overall a student will be able to have acumen on costing, budgeting and Responsibility accounting.
ACL 306	Operation Research & QT	This module aims to introduce students to use quantitative methods and techniques for effective decisions-making; model formulation and applications that are used in solving business decision problems.
ACL 307	Research Project - 1	
ACL 401	Security Analysis & Port Folio Management	<ul style="list-style-type: none"> • The basic objective of this course is to provide a student with a sound knowledge of the concept and theories of security analysis and portfolio management. • The student will devote himself whole heartedly for the implementation of these concepts in the best possible manner for the overall growth of the organization.
ACL 402	GST Theory & Practice	<ul style="list-style-type: none"> • To acquaint the students with basic principles underlying the provisions of indirect tax laws and to develop a broad understanding of the tax laws and accepted tax practices. • To give an understanding of the relevant provisions of Goods & Service Tax. • Expose the participants to real life situations

		<p>involving taxation and to equip them with techniques for taking tax-sensitive decisions.</p> <ul style="list-style-type: none"> • Students will learn to define various aspect of indirect taxes (GST) like, Registration, Concept of Supply etc.
ACL 403	International Accounting	<ul style="list-style-type: none"> • The course is aimed to study theoretical and practical aspects of international accounting; to gain understanding about differences in national accounting systems and reasons of such differences • To analyze and evaluate worldwide processes of accounting harmonization and convergence, their influencing factors and their impact on national accounting systems.
ACL 404	E - Business	The subject will help the students to develop skills to manage businesses in the digital world.
ACL 405	International Financial Management	<ul style="list-style-type: none"> • The objectives of this course are to strengthen the understanding of International Financial Management and the application of various concepts in the real life situation. • A student will be able to understand the pros and cons of International Finance and will become a knowledge wizard in the field of International Financial Management.
ACL 406	Insurance Risk Management	<ul style="list-style-type: none"> • Evaluate the growth and Development of Insurance Business. • Understand the working and functioning of the Insurance Sector. • Study the inter-relationship between Insurance & Risk Management. • Analyze the Role of Insurance Business Intermediaries.

		<ul style="list-style-type: none"> • Obtain an overview of Regulatory Framework of Insurance Sector.
ACL 407	Direct Taxation	<ul style="list-style-type: none"> • The basic objective of this course is to equip a student with a sound knowledge of taxation and tax planning.
ACL 408	Research Project - 2	