

Sion(West), Mumbai – 400022. (Autonomous)

Faculty: Commerce

Program: B.Com

PROGRAM OUTCOMES
AND
COURSE OUTCOMES



AFFILIATED TO UNIVERSITY OF MUMBAI - NAAC REACCREDITED - 'A' GRADE

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This is to certify that page nos 1 to 18 of this document are verified and found to be correct.

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Principal
SIES College of Commerce Commerce Cours)
Sion (West), Municipal O22.

Program: BCom

Class: FYBCom and SYBCom

Program Outcomes

Program Specific Outcomes

Course Outcomes

PROGRAM NAME: BACHELOR OF COMMERCE (3-year Degree Program)

Program Outcomes B.COM

SIES offers a three-years integrated degree programme in Commerce-B.Com. The B.Com programme is designed to give the learners a strong foundation in Accountancy, Commerce and basic business related competencies to prepare them for progression to higher studies, employability and global citizenship.

On successful completion of the B.Com programme, the learner will be enriched with the following attributes:

	autoutes.
Sr. No.	Details
PO 1	Knowledge and problem solving: Ability to express and apply the knowledge gained to solve problems related to specific business situations and transactions.
PO 2	Critical thinking and Reasoning: Critically approach and analyse various problems in the light of relevant theories, standards and policies in a rational way to draw logical conclusions and make informed decisions.
PO 3	Effective communication and social interaction: Equipped to write reports and make presentations using work-place jargon, ability to listen and to clearly express ideas orally, facilitate exchange of ideas with varied groups as a team member and/or a leader in diverse business domains.
PO 4	Information and Digital Literacy: Demonstrate the use of appropriate tools, techniques and softwares, inclusive of internet and electronic media for acquiring, assessing and analysing data relevant to business decisions.
PO 5	Orientation to Research: An attitude of inquiry towards dynamic aspects of business environment by gathering secondary data and applying the knowledge and tools of mathematics and statistics to analyse the same.
PO 6	Sensitization towards environment: Awareness of the importance of environment and developing concern for environmental protection and sustainable practices, growth and development.
PO 7	Ethical and civic values: Sensitized to various stakeholders in society and appreciating the need to apply ethical values in a business domain, with an understanding of basic legal framework. Empathy towards gender issues and problems of social groups from different strata of the society.
PO 8	Self-directed and Lifelong Learning: Ability to explore and gain knowledge in independent and self-reliant ways. Demonstrate ability to adapt and upgrade with the global, social and technological changes

COURSE OUTCOMES FYBCOM

Each course of the program aims at developing certain skills, attitudes and knowledge base of the students. The outline of Course Learning Outcomes is described below

PO- Program Outcome, PSO-Program Specific outcome; CO-Course Outcome; Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create

SEMESTER - I

Course Code	Credits	Lectures / week	Course Name	
SIUCAFM11	3	4	Accounting and Financial Management- I	
CO No.		tcome of SIUCAFM11 of this course, students will be able to	Cognitive with Level PO/ PSO	
CO1	To describe the obj formulation process Standards and appl topics in the course	R,U	PO1	
CO2	To discuss the impound and determine the inprescribed under A	U,Ap	PO1,PO2	
CO3	To draft financial s concerns with clari revenue items.	R,U,Ap	PO1,PO2	
CO4		plete financial records of a as to prepare its final accounts.	R,U,Ap	PO1,PO2

Course Code	Credits	Lectures / week	Course	Name
SIUCCOM11	3	3	Comme	erce - I
	Course O	utcome of SIUCCOM11		Affinity
	Upon completion	of this course, students will be	Cognitive	with
CO No.		able to	Level	PO/ PSO
	Understand and exp	plain basic concepts and various		
	aspects related to b	usiness, its objectives and growth		PO1,
CO1	and recent trends in	business.	R,U	PO2
	Classify and explain	Classify and explain various components of business		
	environment and de	escribe the interrelationship		PO1,
CO2	between business a	nd its environment.	R, U	PO2
	Understand and exp	plain the concept and various		PO1,
CO3	aspects of project p	lanning.	R, U	PO2
	Define entrepreneu	rship and describe various aspects		
	of entrepreneurship	like significance, qualities and		PO1,
CO4	types.	- ·	R, U	PO2

Course				
Code	Credits	Lectures / week	Course	
			Environ	mental
SIUCEVS11	3	4	Stud	lies
	Course O	utcome of SIUCEVS11		Affinity
	Upon completion	of this course, students will be	Cognitive	with
CO No.	•	able to	Level	PO/ PSO
	To describe basic er	nvironmental concepts and		
CO1	establish relationshi	p between man and environment.	R,U	PO1,PO6
	To classify natural r			
	importance of water, forest and energy resources and			
CO2	recommend techniq	ues for resources conservation.	R,U	PO1,PO6
	To evaluate the rece			
	population, urbaniza	ation and migration, and analyze		
CO3	issues associated wi	th it.	R,U,	PO1,PO6
	To study the basic c			
	different cartographic techniques to interpret thematic			
	maps and locate env	rironmentally significant features		
CO4	on the map of the w	orld.	R,U,Ap	PO1,PO6

SIUCFOC11 / SIUAFOC11 /				
SIUSFOC11	2	3	Foundation	Course - I
	Course Outcome of			
	SIUAFOC11 / S		~	Affinity
	Upon completion of this	<i>'</i>	Cognitive	with
CO No.	be able	e to	Level	PO/ PSO
	To appreciate the pluralisti	c nature of Indian		
CO1	society with reference to d	iversity.	R, U	PO1
	To examine the issues face	2		
	sections of society speciall	=		
CO2	persons due to their dispar		R,U	PO1,PO7
	To explain the complex fea	U 1		
	conflicts and their manifes	tations in Indian		
CO3	society.		R,U	PO1,PO8
	To discuss the complexitie			
	system and asses its role in	bringing about peace		
CO4	and harmony in society.	-	R,U	PO1

Course Code	Credits	Lectures / week	Course	Name
			Mathemat	
	_	_	Statis	
SIUCMAS11	3	3	Techniq	ues - I
	Course O	atcome of SIUCMAS11		Affinity
	Upon completion	of this course, students will be	Cognitive	with
CO No.		able to	Level	PO/ PSO
	Understand concept			
	Measures of central			
	Mode, Quartiles, De			
	Dispersion such as (Quartile deviation, Mean		
	deviation, Standard	deviation and state the relevant		
CO1	definitions.		R, U,	PO1
	Solve problems of c			
	shares and mutual for			
	tendency, Measures	of Dispersion, Probability,		
CO2	Decision theory.		R, U, Ap	PO2

Course Code	Credits Lea	ctures / week	Course	Name
			Busir	
SIUCBEC11	3	3	Econo	mics
				Affinity
	Course Outcome of SI	UCBEC11		with
	Upon completion of this course, s	students will be able	Cognitive	PO/
CO No.	to		Level	PSO
	Identify and interpret the basic econ	omic relations		
CO1	required for business analysis		R,U	PO1
				PO1,
CO2	To analyse the concept of demand a	nd its measurement	An	PO2
	To examine and interpret supply and	d production		PO1,
CO3	decisions	-	R,U	PO2
	To illustrate and compute cost output	it relation in short run		PO1,
CO4	and long run		Ap	PO2

Course Code	Credits	Lectures / week	Course Name Business	
SIUCBUC11	3	3	Commun	nication
	Course O	outcome of SIUCBUC11		Affinity
	Upon completion	of this course, students will be	Cognitive	with
CO No.		able to		
	Develop awareness			
CO1	corporate communi	cation process.	R,U	PO3
	Recognize the func adapt communication			
CO2	using online metho	R, Ap	PO7	
CO3	Adopt ethical business practices.		E,Ap	PO3
	Express views in a	cogent fashion with regard to		
CO4	writing and speaking	ng confidently.	U,Ap,E	PO3

SEMESTER – II					
Course Code	Credits	Lectures / week	Course	Name	
			Accounta	ancy and	
			Financial M	lanagement	
SIUCAFM21	3	4	I	I	
	Course Out	come of SIUCAFM21		Affinity	
	Upon completion of	of this course, students will be		with	
CO No.		able to	Level	PO/ PSO	
	Record Hire purcha				
CO1	purchase method, in	the books of hirer and vendor	R,U,Ap	PO1,PO2	
	Represent consignm	nent transactions in the books			
CO2	of accounts of consi	gnor and consignee.	R,U,Ap	PO1,PO2	
	To prepare Partners	hip Final Accounts along with			
	adjustments to give	effect to			
	admission/retiremer	nt/death of a partner during the			
CO3	financial year.	R,U,Ap	PO1,PO2		
	To account for Ama				
	books of the vendor	=			
CO4	Amalgamated .		R,U,Ap	PO1,PO2	

Course Code	Credits	Lectures / week	Course	Name
SIUCCOM21	3	3	Comme	erce II
	Course O	atcome of SIUCCOM21		Affinity
	Upon completion	of this course, students will be	Cognitive	with
CO No.		able to	Level	PO/ PSO
	Describe the basic r	nature of services and its		
	significance and un	derstand the marketing mix and		PO1,
CO1	strategies for servic	e marketers.	R, U	PO2
	Understand and exp	Understand and explain various aspects of retail		
	sector in India like			
	recent trends, oppor	recent trends, opportunities, challenges and		PO1,
CO2	strategies.		R, U	PO2
	Understand and des	cribe the recent trends in ITES		PO1,
CO3	(Information Technology Enabled Services).		R, U	PO2
	Explain various asp	ects of E-Commerce like its		PO1,
CO4	features, types, oppo	ortunities and challenges.	R, U	PO2

Course				
Code	Credits	Lectures / week	Course	
			Environ	mental
SIUCEVS21	3	4	Studie	es - II
	Course O	utcome of SIUCEVS21		Affinity
	Upon completion	of this course, students will be	Cognitive	with
CO No.		able to	Level	PO/ PSO
	To examine the env	ironmental problems associated		
	with agriculture, ind	ustry and solid waste generation		
	and to choose sustai	nable practices to manage these		
CO1	sectors.	-	R,U	PO1,PO6
	To explain the typology and impact of tourism and			
	discover sustainable	forms of tourism which will		
CO2	produce harmony in	nature.	R,U	PO1,PO6
	To describe various	environmental movements and		
	issues and decide or	n environment protection laws and		
CO3	their application.	-	R,U	PO1,PO6
	To identify and loca	te environmentally significant		
	features on the map	of Mumbai and Konkan and		
CO4	guide them in recog	nizing places.	R,U,Ap	PO1,PO6

Course Code	Credits	Lectures / week	Course	Name
SIUCFOC21 / SIUAFOC21 / SIUSFOC21	2	3	Foundation I	
CO No.	SIUAFO Upon completi	tcome of SIUCFOC21 / OC21 / SIUSFOC21 son of this course, students will be able to	Cognitive Level	Affinity with PO/ PSO
CO1	To describe the coprivatization and impact on the difference economy.	R, U	PO1, PO8	
CO2	To outline the evo fundamental right leading a dignifie	R, U	PO1, PO7	
CO3	To examine the calenvironmental de	auses and effects of gradation and measures to ch will assist in sustainable	R, U	PO1, PO6
CO4	To realize the role development of a	e of values and ethics in the n individual and the tress and conflicts in society.	R, U	PO1,PO7

Course Code	Credits	Lectures / week	Course	Name
SIUCMAS21	3	5	Mathema Statisti	
	Course Outcome of SIUCMAS21		Cognitive Level	Affinity with PO/ PSO
CO No.		able to		
	Understand concepts in differentiation, simple and compound interest, annuity, bivariate linear correlation and regression, time series, index numbers, binomial, poison, normal distribution, and state the relevant			
CO1	definition.		R, U	PO1
GOA	and compound intercorrelation and regre	applications of derivatives, simple est, annuity, bivariate linear ession, time series, index numbers,	D. II. A	DO2
CO2	binomial, poison, no	ormal distribution.	R, U, Ap	PO2

Course Code	Credits	Lectures / week	Course 1	Name
			Microecon	omics –
SIUCBEC21	3	3	Markets &	Pricing
				Affinity
	Course	e Outcome of SIUCBEC21		with
	Upon complet	ion of this course, students will be	Cognitive	PO/
CO No.	able to		Level	PSO
	To compare mark	xet conditions in perfect competition		PO1,
CO1	and monopoly		U	PO2
	To compare mark	cet conditions in monopolistic		PO1,
CO2	competition and	oligopoly	U	PO2
				PO1,
CO3	To examine diffe	rent pricing methods	R	PO2
	To discuss techni	ques of investment appraisal and		PO1,
CO4	evaluate capital p	rojects	U,E	PO2

PROGRAM NAME: B.COM

Course Code	Credits	Lectures / week	Course	Name
			Busir	ness
SIUCBUC21	3	4	Communic	eation - II
	Course O	utcome of SIUCBUC21		Affinity
	Upon completion	of this course, students will be	Cognitive	with
CO No.		able to	Level	PO/ PSO
	Develop awareness	of the complexity of the		
CO1	corporate communi	cation process.	U	PO3
	Adapt communicati	on to the needs of communication		
CO2	using technology.		E,Ap	PO3
	Organize facts and	ideas in a systematic and lucid		
	manner in a conscio	ous manner with a specific focus		
CO3	on summarization s	kills.	An	PO3
	Interpret, describe a	and express views in a cogent		
	fashion specifically	with regard to group		
CO4	communication.		An, Ap	PO3

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PO- Program Outcome, PSO-Program Specific outcome; CO-Course Outcome; Cognitive Level: R-Remember; U-Understanding; Ap-Apply; An-Analyze; E-Evaluate; C-Create

	S	SEMESTER - III		
Course Code	Credits	Lectures / week	Course	Name
SIUCAFM31	4	4	Accountancy Manager	
	Course Ou	tcome of SIUCAFM31		Affinity
	Upon completion of this course, students		Cognitive	with
CO No.	will be able to		Level	PO/ PSO
	To draft final accounts of LLP form of			
CO1	organisation.	organisation.		PO1,PO2
	To calculate purc	hase consideration of the		
CO2	Vendor firm and	account for the closure.	R,U,Ap	PO1,PO2
	To evaluate and c	alculate goodwill by different		
CO3	methods given sp	ecific conditions.	R,U,Ap,An	PO1,PO2
	To describe and d	liscuss various terms related		
	to capital base of	a company and account for		
CO4	issue of shares an	d debentures	R,U	PO1

Course				
Code	Credits	Lectures / week	Course	Name
			Introdu	
			Manag	
SIUCFAA31	3	3	Accou	nting
	Course Or	itcome of SIUCFAA31		Affinity
	Upon completion	n of this course, students will	Cognitive	with
CO No.		be able to	Level	PO/ PSO
	Able to describe th	e need, benefits, limitations of		
	management accou	inting and distinguish it from		
CO1	other branches of a	accounting.	R,U	PO1
	Able to convert an	d present financial statements		
CO2	in vertical format.		R,U,Ap	PO1,PO2
	Able to draft Com	monsize statements,		
	Comparative states	ments and Trend statements and		
	compute ratios for	basic analysis of financial		
CO3	statements, with bi	rief comments.	R,U,Ap,An	PO1,PO2
	Able to express the	working capital requirement		
	for a given period	and given activity level in a		
CO4	statement form.	•	R,U,Ap	PO1,PO2
	Able to draft the ca	ash flow statement in AS 3		
	format given releva	ant details of assets and		
CO5	liabilities balances	and activities during the year.	R,U,Ap,An	PO1,PO2

Course Code	Credits	Lectures / week	Course Name	
SIUCCOM31	3	3	Commerce - III: Management: Functions and Challenges	
		tcome of SIUCCOM31 on of this course, students	Cognitive	Affinity with
CO No.		vill be able to	Level	PO/ PSO
CO1	principles, skills a	Understand and explain the concept, functions, principles, skills and evolution of management.		PO1, PO2
COI		management. Describe the concept and components of		FO1, FO2
CO2		principles and techniques of	R, U	PO1, PO2
CO2	Explain the proce organisation struc	ss of organising, types of ture and various aspects of	D II	DO1 DO2
CO3	delegation and de	xplain various aspects of	R, U	PO1, PO2
CO4	directing like mot	ivation, communication and scuss various techniques of	R, U	PO1, PO2

Course Code	Credits	Lectures / week	Course	Name
SIUCBLW31	3	4	Business	Law - I
CON		of this course, students will be	Cognitive	Affinity with PO/
CO No.	TT 1 4 1 1 1	able to	Level	PSO
	essentials of valid of	ain the essentials of valid contract, fer and acceptance, capacity of contract and essentials of valid		PO1,
CO1		Indian Contract Act, 1872.	R, U	PO7
	Describe the various quasi contract, E-cor formation and discha			
CO2	•	explain laws related to Indemnity ment, Pledge, and Agency.	R, U	PO1, PO7
	Understand and expl in which students wi sale and agreement to	ain laws relating to sale of goods ll understand distinguish between o sell, types of goods, distinguish and warranty and rights of unpaid	,	PO1,
CO3	seller under Sale of C		R, U	PO7
	Negotiable Instrume evaluate different co bill of exchange, exa like negotiable instru	negotiable instruments under nts (Amendment) Act,2015, ncepts like promissory note and mine miscellaneous provisions ments holder, holder in due		PO1,
CO4	course, rights and pr	ivileges of holder in due course.	R, U	PO7

Course Code	Credits	Lectures / week	Course	Name
SIUCFOC31 / SIUSFOC31 / SIUAFOC31	2.	3	Foundation II	_
SIUAFUCSI	_	IUCFOC31 / SIUSFOC31	11.	
	/ SIUAFOC31			Affinity
		his course, students will be	Cognitive	with
CO No.	able to		Level	PO/ PSO
	To recognize the differ	ent forms of violations of		
CO1	human rights and list o	ut the redressal mechanism.	R, U	PO1
		sasters and their impact on		
	human life and to get a	cquainted with disaster		PO1,
CO2	management.		R, U	PO6
	To explain the develop	ment of science through		PO1,
CO3	cultures and how to app	ply science to everyday life.	R, U	PO8
	To evaluate different so	oft skills required for		PO1,
CO4	interpersonal communi	cation.	R, U, Ap	PO3

Course Code	Credits	Lectures / week	Course	Name
			Business E	conomics-
			I: Elem	ents of
SIUCBEC31	3	3	Macroeco	onomics
	Course Outcom	e of SIUCBEC31		Affinity
	Upon completion of this course, students will be		Cognitive	with
CO No.	able to		Level	PO/ PSO
CO1	To enumerate basic conc	epts of macroeconomics	R	PO1
CO2	To explain macro economic variables		U	PO1
CO3	To interpret macroeconomic policy tools		U	PO2
CO4	To identify different poli	cy implications	R	PO8

Course Code	Credits	Lectures / week	Course	Name
SIUCADV31	3	3	Advertis	sing - I
	Course O	utcome of SIUCADV31		Affinity
	Upon completion	of this course, students will be	Cognitive	with
CO No.		able to	Level	PO/ PSO
		Understand and explain the concept of advertising, role of marketing communication and classify		
		advertisements on the basis of area, media nature and		
CO1	people.		R, U	PO1
		tence and working of Ad		
CO2	Agencies and career	r options associated to advertising.	R, U	PO1
	Sensitize about mor	ality in advertisements along with		PO1,
CO3	understanding its in	npact on the economy as a whole.	R, U	PO7

	Understand the significance of brand building and its		
	relationship with advertising along special purpose		
CO4	advertising.	R, U	PO1

Course				
Code	Credits	Lectures / week	Cour	rse Name
			Computer A	Applications and
SIUCCPO31	2	3	Database Mai	nagement Systems
	Course Out	come of SIUCCPO31		
	Upon completion of this course,			Affinity with
CO No.	studen	ts will be able to	Cognitive Level	PO/ PSO
	To study the f	Coundation of Database		
CO1	Management System.		R, U	PO2, PSO1
	To understand basic concepts of			PO2, PO3,
CO2	Database, DB	MS, MS-Access.	U, Ap	PSO2,PSO4

Course Code	Credits	Lectures / week	Course	Name
SIUCECS31	3	3	Economic	Systems
		outcome of SIUCECS31		Affinity
	Upon completion	on of this course, students will	Cognitive	with
CO No.		be able to	Level	PO/ PSO
	To examine the di	fferent types of economic		
CO1	systems		R	PO1
	To discuss differe	nt efficiency criteria for		
CO2	evaluating econor	nic systems	U	PO2
	To describe the fe	atures of capitalism and its		
CO3	transition		R	PO1
CO4	To explain Marxi	an economic thought	U	PO2

SEMESTER – IV				
Course Code	Credits	Lectures / week	Course	Name
SIUCAFM41	4	4	Accountancy a Manager	
CO No.	Upon completi	tcome of SIUCAFM41 ion of this course, students vill be able to	Cognitive Level	Affinity with PO/ PSO
CO1	To account for un	To account for underwriting transactions		PO1,PO2
CO2	sheet as per revise	To draft the Profit and loss a/c and Balance sheet as per revised schedule VI of - Companies Act along with disclosures		PO1,PO2
CO3	To calculate profi incorporation of a	To calculate profits prior to and post incorporation of a Company.		PO1,PO2
CO4	To value shares by different methods, given relevant terms and conditions		R,U,Ap,An	PO1,PO2
CO5	_	eadsheet formulae to organize o produce the Trial balance.	U,Ap	PO1,PO4

Course Code	Credits	Lectures / week	Course	Name
SIUCFAA41	3	3	Audi	ting
		utcome of SIUCFAA41 of this course, students will be	Cognitive	Affinity with
CO No.		able to	Level	PO/ PSO
CO1	Understand the corerrors and frauds a an auditor.	R, U	PO1	
CO2	_	Perform the process of audit planning, procedure and diligently source documentation for evidence.		
CO3	and application of		R, U	PO1
CO4	Vouch and verify t documents while p	ransactions with evidencing erforming audit.	R,U,Ap	PO1,PO2

Course Code	Credits	Lectures / week	Course Name	
			Commer	ce - IV:
			Management	Production
SIUCCOM41	3	3	& Fin	ance
	Course Ou	tcome of SIUCCOM41		Affinity
	Upon completion of this course, students		Cognitive	with
CO No.	will be able to		Level	PO/ PSO
	Understand and explain various aspects of			
	production management like production			
	systems, productivity and inventory control			
CO1	techniques.		R, U	PO1, PO2

	Explain the concept and dimensions of quality		
CO2	and discuss the significance of various tools of	D II	DO1 DO2
CO2	quality management.	R, U	PO1, PO2
	Describe the structure of Indian Financial		
	System and understand the significance of its		
CO3	various components.	R, U	PO1, PO2
	Discuss the recent trends in Indian Financial		
	market like mutual funds, start ups and micro		
CO4	finance.	R, U	PO1, PO2

Course Code	Credits	Lectures / week	Course	Name
SIUCBLW41	3	4	Business 1	Law - II
go v	Course Outcome of SIUCBLW41 Upon completion of this course, students will be		Cognitive	Affinity with PO/
CO No.		able to	Level	PSO
	Understand the basic company, various ty to describe and unde directors, whole time general meeting, and meeting and evaluate			
	_	ment of company as per Indian		PO1,
CO1	Companies Act 2013	- · ·	R, U	PO7
	Demonstrate the diff various modes of cre understand the rights		DO 1	
CO2	India 1932.	tnership as per Partnership Act of	R, U	PO1, PO7
	Describes rights of cavailable for consumer rights as pand also will be able	IX, U	PO1,	
CO3	competition act 2002	powers and functions under	R, U	PO7
	Analyze and illustrate Patent, Trademark and procedures for acqui	11, 0	PO1,	
CO4	holders of Intellectua	al property rights.	R, U	PO7

Course Code	Credits	Lectures / week	Course	Name
SIUCFOC41 / SIUSFOC41 /			Foundation	_
SIUAFOC41	2	3	IV	,
		come of SIUCFOC41 / OC41 / SIUAFOC41		Affinity
	Upon completi	on of this course, students	Cognitive	with
CO No.	W	vill be able to	Level	PO/ PSO
	To explain signif	icant rights of citizens and		PO1,
CO1	specific acts to pr	otect their rights.	R, U	PO2
	To discuss the ap	proaches to ecology and		
	assess the role of	environmental principles in		PO1,
CO2	achieving sustain	able development.	R, U	PO6
	To recall modern	technologies and apply		PO1,
CO3	these for overall	benefit of man and society.	R, U	PO8
	To list out and compare different competitive			
	exams and exami	ne the soft skills required for		PO1,
CO4	these exams.		R, U, Ap	PO3

Course Code	Credits	Lectures / week	Course	Name
	_	_	Foundation	
SIUCBEC41	3	3	Fina	nce
	Course O	utcome of SIUCBEC41		Affinity
	Upon completion	on of this course, students will	Cognitive	with
CO No.		be able to		PO/ PSO
	To understand th	e basic concepts of public		
CO1	finance		U	PO1
	To identify the v	arious sources of public		
CO2	revenue		R	PO1
	To classify categ	ories of public expenditure and		
CO3	public debt	-	U	PO1, PO2
CO4	To analyze impli	cations of fiscal policy	An	PO1, PO8

Course Code	Credits	Lectures / week	Course	Name
SIUCADV41	3	3	Advertis	ing – II
		utcome of SIUCADV41		Affinity
	Upon completion	of this course, students will be	Cognitive	with
CO No.	able to		Level	PO/ PSO
	Understand, create,	run and analyze digital advertising	R, U, An,	PO1,
CO1	campaigns on social		C	PO4
	Understand the type	es of media, process of media		
	research, planning,			
	direction of advertis		PO1,	
CO2	industrial standards.		R, U	PO5

	Get greater insights about creativity by applying visualizing and juxta-positioning techniques with		
		R, U, Ap	PO1

Course Code	Credits	Lectures / week	Cou	ırse Name
			Communi	cation, Internet,
SIUCCPO41	2	3	and S	preadsheets
	Cou	rse Outcome of		
	Upon completion of this course, students		Cognitive	Affinity with
CO No.	W	vill be able to	Level	PO/ PSO
	To learn basic co	oncepts of Computer		
	Hardware, Softw	are, MS-Excel and the		PO1, PO2, PSO1,
CO1	languages of computer.		R, U	PSO5, PSO6
	To learn the Inte	rnet Protocols and		PO1,PO2,
CO2	applications of I	nternet.	U, Ap	PSO1,PSO7

Course				
Code	Credits Lectures / week		Course Name	
SIUCECS41	3	3	Economic Systems	
	Course Outcome of SIUCECS41			Affinity
	Upon completion of this course, students will		Cognitive	with
CO No.	be able to		Level	PO/ PSO
	To compare the economic systems of US and			
CO1	USSR		U	PO1
	To describe the fe	eatures of mixed economy and		
CO2	its transition in In	dia	R	PO1
	To explain global	isation and its impact on		
CO3	economic growth	-	U	PO2
	To identify challe	nges of world economic		
CO4	development	-	R	PO2, PO8