

Sl.No.	Semester	Course Code	Course Title		Course Outcomes(COs)
1	1		Accounting -I	CO1	Objectives of accountancy, Double entry, Book keeping, Journal, Ledger are learn in this chapter oE resources available in the internet using modern ICT tools.
				CO2	Types of subesdary books, Trial balance, Rectification of errors are learn in this unit.
				CO3	Presentation of Bank reconciliation statement.
				CO4	Bills of exchange and entries in the books of drawer and drawee.
				CO5	Preparation of Final accounts- Trading account Profit and loss account- Balance sheet with adjustments. Suporting with OE resourcess.
2	1		Business Organisation and Management	CO1	Concept of business, Trade, Industries and commerce and Features of business
				CO2	Different types of business organizations- Sole trading, Partnership, HUF.
				CO3	Types of companies and company incorporation, Public ltd., Private ltd., MA, AA documents.
				CO4	Management, Planning, Staffing, Delegation of authority, Line and staff organisations.
				CO5	Functional areas of management, Human resource management, Financial management.
3	2		Accounting -II	CO1	Depreciation calculated on fixed assets, stright line method, deminishing method and ex..
				CO2	Provisions and reserves, General reserve, Statutory reserves, special reserves.
				CO3	Consignment accounts, consigner, Consignee and goods sent on consignment
				CO4	Joint venture accounts, joint bank account, Joint partners account and joint venture account
				CO5	Non trading accounts, receipts and payments account, income and expenditure account.
4	2		Business Environment	CO1	Summary of business environment, Internal invironment, External environment
				CO2	Economic growth, Economic development, Concept of national income.
				CO3	Development & Planning, Types of planns, objectives of plans and five years plans.
				CO4	Economic Policies, Capitalist, Socialistic, Mixed economy systems
				CO5	Social political and legal environment, Social justice, economical, political justice
5	3		Corporate Accounting	CO1	Accounting for share capital, Types of shaes, Issue of shares and types of debentures
				CO2	Goodwill valuation, Net asset method, yield bases method, fair value method.
				CO3	Shares valuation, normal profit method, super profit method, capitalization method
				CO4	Finalizing the company accounts, P&L account, Pofit&loss appropriation account, B/S
				CO5	Provisions of the companies act, 2013, preparation of Balance sheet under schedule-III

6	3		Banking theory and practice	CO1	Introduction on banking, Definition and meaning, commercial banks and central bank.
				CO2	Banking system, Unit banking, Branch banking, e-banking, Online banking and ATM.
				CO3	Banking development, Indigenous banking, Co-operative banks, RRB, and NABARD
				CO4	Banker and customer, Types of customers, General and special relations.
				CO5	Collecting banker and paying banker Duties and responsibilities, Holder in due course.
7	3		Business Statistics	CO1	Basics in statistics.
				CO2	Measures of Central Tendency.
				CO3	Measures of dispersion and skewness
				CO4	Measures of relation.
				CO5	Index numbers.
8	4		Accounting for service organisations	CO1	Non-trading/service organisations.
				CO2	Electricity supply companies.
				CO3	Bank accounts.
				CO4	Insurance companies.
				CO5	General insurance.
9	4		Business Laws	CO1	Contract.
				CO2	Offer and acceptance.
				CO3	Capacity of the parties and contingent contract.
				CO4	Sale of goods act., 1930.
				CO5	Cyber law and contract procedures.
10	4		Income Tax	CO1	Foreword to income tax law.
				CO2	Salary income
				CO3	Income from house property.
				CO4	Capital gains and income from other sources.
				CO5	Assessment of total income of an individual.

11	5		Business Leadership	CO1	Leadership skills, traits, styles, development
				CO2	Decision making and leadership
				CO3	Profiles of a few inspirational leaders in business
12	5		Cost Accounting	CO1	Fundamentals in costing.
				CO2	Components of cost.
				CO3	Labour.
				CO4	Overheads.
				CO5	Methods of costing.
13	5		Goods and Service Tax Fundamentals	CO1	Introduction on GST
				CO2	GST principles, morals of Goods and Service Tax
				CO3	Taxes and Duties.
				CO4	Interstate Goods and Service Tax.
				CO5	Time of supply of goods and service.
14	5		Commercial Geography	CO1	Demography of earth
				CO2	Indian agriculture system.
				CO3	Types of Indian Forest.
				CO4	Classification of Indian minerals and mining.
				CO5	Diversified water resources & rivers in India.
15	5		Advertising and Media Planning	CO1	Advertising functions and types, objectives
				CO2	Consumer behavior and decision making process
				CO3	Creative thinking and creativity in advertising
				CO4	Media planning and media strategies
				CO5	Designing print advertising
16	5		Brand Management	CO1	Branding concept, Benefits of branding, objectives
				CO2	Brand equity
				CO3	Brand building and positioning
				CO4	Brand portfolios and segmentation
				CO5	Branding in different sectors

17	5		Taxation	CO1	Objectives and principles of taxation
				CO2	Goods and service tax fundamentals
				CO3	Income under different heads
				CO4	Taxation system in India
				CO5	Tax planning
18	5		Banking Theory And Practice	CO1	Introduction on banking.
				CO2	Banking systems.
				CO3	Banking development.
				CO4	Banker and customer.
				CO5	Collecting banker and paying banker.
19	5		Project work	CO	The project work is given to the students on the subject related topics by deviding ten students as a group and individual projecfts also given for the assessments of marks for the purpose of examinations then the marks awarded is consider into their marks list.
20	6		Tally	CO1	Fundamentals of tally ERP.9
				CO2	Creating accounting masters in t6ally ERP.9
				CO3	Creating inventory masters
21	6		Event Management	CO1	Event concept, Corporate events and types of events
				CO2	Outdoor events, logistics, risk management
				CO3	Celebrity events, fashion shows Product launches
22	6		Management Accounting	CO1	Introduction on management accounting.
				CO2	Ratio analysis.
				CO3	Statement of funds flows.
				CO4	Statement of cash flows.
				CO5	Analysis of Break Even and Decision Making.

23	6		Auditing	CO1	Introduction to auditing.
				CO2	Audit classification.
				CO3	Audit strategies.
				CO4	Vouching and investigation.
				CO5	Company audit and report preparation.
24	6		Marketing	CO1	Basics in marketing.
				CO2	Consumer markets and buyer behavior.
				CO3	Product management.
				CO4	Pricing decisions.
				CO5	Promotion and distribution.
25	6		Sales promotion	CO1	Sales promotion and control, functions of executives
				CO2	Personal selling
				CO3	Sales operations
				CO4	Salesmanship
				CO5	Sales force management
26	6		Direct Marketing	CO1	Direct marketing
				CO2	Directmarketing creativity
				CO3	Directmarketing media
				CO4	Social media and digital marketing
				CO5	Key factors of direct marketing
27	6		Project Work	CO	The project work is given to the students on the subject related topics by dividing ten students as a group and individual projects also given for the assessments of marks for the purpose of examinations then the marks awarded is consider into their marks list.

28	6		Tally with GST Applications	CO1	Introduction to GST, Registration, benefits
				CO2	GST transactions and gst rates
				CO3	GST invoiceses, Voucher types.
				CO4	GST returns
				CO5	Tax payments on online
29	6		Project Work	CO	The project work is given to the students on the subject related topics by deviding ten students as a group and individual projecfts also given for the assessments of marks for the purpose of examinations then the marks awarded is consider into their marks list.