**HINDUSTHAN COLLEGE OF ARTS AND SCIENCE (AUTONOMOUS)**

**PG & RESEARCH DEPARTMENT OF COMMERCE WITH IB**

**2018-2019 EVEN SEMESTER – OBE DETAILS**

**PROGRAM OUTCOME (PO) :**

**PO1:** Educate and develop students with the much-needed business education in domestic and International level

**PO2:** Have a better interaction with directorate general of foreign trade policies to succeed the forthcoming opportunities and business strategy

**PO3:** Upgrade the practical exposure in logistics and documentation field work

**PO4:** An ability to create a customized employment opportunity in national and International level and Demonstrate different fields of skills with the ability to foresee the hidden opportunities in International Business.

**PROGRAM SPECIFIC OUTCOME (PSO):**

**PSO1:** **Students will be able to become as a Cultural Empathizer –** To identify and evaluate the complexities of international business and globalization from home versus host-country, and regional, cultural perspectives.

**PSO2: Students can become as an International Political Economist –** To analyze the relationships between international business and the political, economic, legal and social policies of countries, regions and international institutions.

**PSO3: Students get an opportunity to become as an Analyst in Emerging Markets -** Toanalyze current conditions in developing emerging markets, and evaluate present and future opportunities and risks for international business activities (The Opportunist).

**16CBU04**

**FINANCIAL ACCOUNTING – II**

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| **Objective:** Toenable the students to have a through knowledge in accounting procedures. |
| **Course outcome :** On the successful completion of the course a student will be able to* Understand the contents of joint ventures and valuation of stock
* Gets idea about branch and departmental accounting
* Acquires knowledge on single entry system and insolvency of individuals
* Preparation of hire purchase and instalment system
* Calculation of royalty, minimum rent and short working procedure
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**16CBU05**

**PRINCIPLES OF MARKETING**

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| **Objective:** To provide basic knowledge about marketing concepts. |
| **Course outcome:** On the successful completion of the course a student will be able to* Outline the broad knowledge about marketing
* Analyze the consumer behaviour and market segmentation
* Acquire the concept of product mix and price mix
* Understand the greater knowledge about physical distribution channels
* Gain the knowledge of trends in marketing past and present scenario
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**18CBU06**

**EXPORT TRADE PROCEDURE**

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| **Objective:** ToGain thorough knowledge in export trade procedures and documentation work activities**.** |
| **Course outcome:** On the successful completion of the course a student will be able to* Gain the knowledge about foreign trade policies.
* Understand the schemes related to export zones.
* Prepare the export registration procedures and documentations.
* Familiarize the different packaging methods for export consignment through air and sea ways.
* Prepare the documentation regarding export trade procedures.
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**18CBU12**

**CORPORATE ACCOUNTING -I**

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| **Objective:** To give a comprehensive understanding of the system of Corporate Accounting and to impart knowledge related to solving the problems under company accounts. |
| **Course outcome:** On the successful completion of the course a student will be able to* Knows about shares its legal provisions and related contents
* Acquire knowledge on issue of debentures, interest and redemptions
* Prepare final accounts of company and profit prior incorporation
* Evaluate the goodwill of company and its shares
* Gets knowledge about liquidation, order payment, and statement for different accounts.
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**18CBU13**

**BANKING AND FOREIGN EXCHANGE**

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| **Objective:** To be wellversed in the fundamental concepts of Banking and foreign exchange operations. |
| **Course outcome:** On the successful completion of the course a student will be able to* Discuss about banking and its relationship
* Explain the types of accounts and its precautions
* Describe about negotiable instruments and types
* Understand the concept of foreign exchange market and participants
* Outline the concept of exchange management and foreign exchange risk management.
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**18CBU14**

**LOGISTICS MANAGEMENT**

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| **Objective:** To Gain thorough knowledge in the fundamental conceptof logistics sector. |
| **Course outcome:** On the successful completion of the course a student will be able to* Holistic knowledge of logistics management and its different modes in transportation.
* Analyze the various types of cargo’s handled in ports.
* Acquire knowledge on the essential documents used in the shipment process.
* To understand about freight systems and resolving shipment problems.
* Inculcation of logistics in E-commerce.
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**PG – EVEN SEMESTER – 2018-2019**

**16MIP06**

**INTERNATIONAL TRADE PROCEDURE**

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| **Objective:** To make the students to understand the documentation procedures relating to International trade. |
| **Course outcome:** On the successful completion of the course a student will be able to* Understand the categorization of exporters, roes and their status.
* Expertise in export licensing procedure and preliminary formalities.
* Analyse the EXIM policy framed by DGFT and supports for International trade practices.
* Acquire the concept of NRI’s importing norms
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**16MIP07**

**LOGISTICS MANAGEMENT**

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| **Objective:** To enable the students to gain insight into logistics management of global business. |
| **Course outcome:** On the successful completion of the course a student will be able to* Understand the concept of logistics management
* Acquire the general operations of shipping industry
* Analyze the performance of intermediaries in major and minor ports
* Gives detail knowledge about multimodal transportation
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**18MIP08**

**FOREIGN EXCHANGE MANAGEMENT**

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| **Objective:** To make the students to understand the concepts and techniques relating to FOREX management. |
| **Course outcome:** On the successful completion of the course a student will be able to* Gain holistic knowledge of foreign exchange and administration of foreign exchange
* Analyze foreign exchange market and different rates
* Indicate the exchange control measures and systems
* Describe the foreign exchange risks and exposure
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**16MIP09**

**CUSTOMER RELATIONSHIP MANAGEMENT**

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| **Objective:** To make the students to understand Customer Relationship Management. |
| **Course outcome:** On the successful completion of the course a student will be able to* Indicate the concept of customer relationship management
* Express the different marketing initiatives to customers
* Acquaint the service and business plan in International trade
* Acquire CRM retailing evolution and its environments
* Gain greater knowledge about CRM with sophisticated logistic distribution system
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**18MIP10**

**COMPUTER APPLICATION PRACTICAL – I & (MS OFFICE AND ADVANCED EXCEL)**

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| **Objective:** To designed and familiarize students with terminology, MS Office and Advanced excel, screen components , and the most commonly used functions offered by Microsoft excel.  |
| **Course outcome:** On the successful completion of the course a student will be able to* Understand the software’s MS word and preparation of documents with relevant process
* Designing the power point slide and apply animation effects
* Preparation of data formatting using different options
* Creating data representation using different formulas
* Analysing different data using different options
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**16GSP01**

**CYBER SECURITY**

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| **Objective:** To make the students to understand cyber law security concepts and technical aspects. |
| **Course outcome:** On the successful completion of the course a student will be able to* Understand the cyber law in e-commerce
* Designing the power point slide and apply animation effects
* Analyse the legal procedures in prevention of computer crime
* Have a holistic knowledge on legal framework on EDI
* Indicate the information technology Act 2000
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**18MIP17**

**INTERNATIONAL BUSINESS RELATIONS**

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| **Objective:** To enable the students to understand the International Relations |
| **Course outcome:** On the successful completion of the course a student will be able to* Understand the origin and growth of International relations with a view point of foreign trade policy.
* Analyse the sources of International law and its role of balance.
* Indicate the picture of diplomacy and various types of diplomacy.
* Gain the major countries participated in trade relationship.
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**18MIP18**

**STRATEGIC MANAGEMENT**

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| **Objective:** To enable the students to understand the Strategic management |
| **Course outcome:** On the successful completion of the course a student will be able to* Discuss the concept of strategic management and International business
* Indicate the strategic aspects with technological development
* Gives knowledge about internal and external analysis

Understand the concept of mergers and acquisition for the strategic development |

**16MIP19**

**COMPUTER PRACTICAL – III (TALLY)**

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| **Objective:** To familiarize the students with the knowledge of Tally. |
| **Course outcome:** On the successful completion of the course a student will be able to* Describe the detail concept of Tally
* Execute the program of profit and loss account and balance sheet
* Create stock items for various categories with consolidation of accounts
* Create business related transactions for forex gains and loss
* Prepare an interest calculations for various loans and ratio analysis etc..
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**16MIP20**

**GLOBAL FINANCIAL MARKETS**

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| **Objective:** This subject provides an overview of modern and rapidly changing global financial systems with special reference to both developed and developing economies |
| **Course outcome:** On the successful completion of the course a student will be able to* Understand the depth concept of International financial institutions and its policies
* Analyze various currency trading locations and its players
* Gives excellent ideas about money market instruments and purposes
* Acquire the recent amendments about stock exchanges and stock listing companies
* Indicate different hedging prices with exchange traded funds
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**18MIP21**

**TRAVEL AND HOSPITALITY SERVICES**

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| **Objective:** To enable the students to understand the travel and hospitality services. |
| **Course outcome:** On the successful completion of the course a student will be able to* Describe about marketing plans for service
* Indicate the hospital services with recent scenario
* Discuss the concept of marketing and product mix
* Summarize about online health care business
* Gain knowledge about legal provisions and rights for health safety
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