**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 |

**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 |

**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. |

**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. |

**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. |

**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. |

**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 |

**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 |

**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 |

**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 |

**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 |

**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 |

**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. |

**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.. |

**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 |

**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 |