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

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

**2019-2020 ODD SEMESTER – OBE DETAILS**

**B.COM – IB 2019-2020**

**PROGRAMME EDUCATIONAL OBJECTIVES (PEO)**

Under Graduates of Commerce with International Business program will be

**PEO1**: Graduates will be International business leaders and managers with leadership and problem-solving skills for global business

**PEO2**: Graduates will drive entrepreneurial initiatives either on their own or within other organizations where they are employed

**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.

**19CBU01**

**PRINCIPLES OF ACCOUNTANCY**

**Course Outcomes (CO)**

|  |  |  |
| --- | --- | --- |
| K1 | CO1 | Outline the various aspects of Accounting and IAS, IFRS and related concepts |
| K2 | CO2 | Understand and apply accounting Concepts and conventions |
| K3 | CO3 | Examine and relate various Principles involved in Accounting business transactions |
| K4 | CO4 | Preparing of books of accounts and summarizing the results of the business |

**19CBU02**

**PRINCIPLES OF MANAGEMENT**

**Course Outcomes (CO)**

|  |  |  |
| --- | --- | --- |
| K1 | CO1 | Enabling the students to know the concept of management functions and principles. |
| K2 | CO2 | Gaining Knowledge on effective planning and forecasting techniques. |
| K3 | CO3 | Understanding the organisation structure and functions. |
| K4 | CO4 | Analysing the selection procedure of staffing, training and development. |

**19CBU03**

**Practical –I : MS – Word, Excel and PowerPoint**

**Course Outcomes (CO)**

|  |  |  |
| --- | --- | --- |
| **K1** | **CO1** | To remember the various features available in MS-Word and use them |
| **K2** | **CO2** | To understand various in-built functions in MS-Excel |
| **K3** | **CO3** | To apply the features of MS PowerPoint in creative preparation of presentations. |
| **K4** | **CO4** | To examine and appraise the use of software in business needs. |

**19CBU04**

**ALLIED PAPER - INTERNATIONAL ECONOMICS**

**Course Outcomes (CO)**

|  |  |  |
| --- | --- | --- |
| K1 | CO1 | Understand basic concept of International Economics and different costs |
| K2 | CO2 | Gives knowledge about economic effects in International trade |
| K3 | CO3 | Analyze the concepts of tariffs and foreign economic policies |
| K4 | CO4 | Gain knowledge about International Economic Relations and financial institutions |

**19CBU05**

**FINANCIAL ACCOUNTING**

**Course Outcomes (CO)**

|  |  |  |
| --- | --- | --- |
| K1 | CO1 | Outline the various aspects of Consignment and joint venture concepts |
| K2 | CO2 | Understand and apply accounting Concepts in branch and departmental accounting |
| K3 | CO3 | Preparing Single entry system of book keeping and summarizing the results of the business |
| K4 | CO4 | Understand the concept and procedure of Royalty accounts |

**19CBU06**

**PRINCIPLES OF MARKETING**

**Course Outcomes (CO)**

|  |  |  |
| --- | --- | --- |
| K1 | CO1 | Outline the broad knowledge about marketing |
| K2 | CO2 | Acquire the concept of marketing functions and Environment |
| K3 | CO3 | Analyze the concept of consumer behavior and branding |
| K4 | CO4 | Understand the greater knowledge about 4’ps of marketing distribution channels |

**19CBU07**

**EXPORT TRADE PROCEDURES**

**Course Outcomes (CO)**

|  |  |  |
| --- | --- | --- |
| K1 | CO1 | Outline the broad knowledge about Foreign Trade Policy |
| K2 | CO2 | Acquire the concept of EOU, SEZ, Categorization of Status Holders |
| K3 | CO3 | Understand the Export Registration Procedures |
| K4 | CO4 | Analyze about Export Packaging and Documentation |

**PG – M.COM – IB 2019-2020**

**PROGRAMME EDUCATIONAL OBJECTIVES (PEO)**

Post Graduate of Commerce with International Business program will be

**PEO1**: Graduates will provide advancement of conceptual and practical knowledge in their field of International business to contribute nation building while upholding ethical practices

**PEO2**: Graduates will equip themselves for International contributions of their education and advance in their academics

**PROGRAM OUTCOME(PO) :**

**PO1:** Incorporate the holistic knowledge of International business, and economic status of different countries impact will reflect in trade relations.

**PO2:** An ability to handle the critical situations of current issues in International business.

**PO3:** Comprising the necessary competencies and creativity to undertake foreign trade by using available sources.

**PO4:** Apply mastery of knowledge in documentation and customs for the career development of Export and Import.

**19MIP01**

**GLOBAL BUSINESS ENVIRONMENT**

**Course Outcomes (CO)**

|  |  |  |
| --- | --- | --- |
| K1 | CO1 | Define knowledge of contemporary issues about society and environment |
| K2 | CO2 | Summarize the concept of surplus and deficit economic sources |
| K3 | CO3 | Demonstrate cultural practices and values |
| K4 | CO4 | Analyse political, legal and technological environment |

**19MIP02**

**INTERNATIONAL MARKETING MANAGEMENT**

**Course Outcomes (CO)**

|  |  |  |
| --- | --- | --- |
| K1 | CO1 | * Memorize the basic concept of International marketing management |
| K2 | CO2 | * Explain the importance of customer value and satisfaction |
| K3 | CO3 | * Demonstrate comprehensive knowledge about product and marketing decisions |
| K4 | CO4 | * Differentiate the marketing channels of distribution |

**19MIP03**

**INTERNATIONAL ECONOMICS**

**Course Outcomes (CO)**

|  |  |  |
| --- | --- | --- |
| K1 | CO1 | * Identify the basic concept of International economics and different costs |
| K2 | CO2 | * Summarize the knowledge about economic effects in International trade |
| K3 | CO3 | * Apply the concept of tariffs and foreign economic policies |
| K4 | CO4 | * Analyse the effect of global warming on economy |

**19MIP04**

**COST AND MANAGEMENT ACCOUNTING**

**Course Outcomes (CO)**

|  |  |  |
| --- | --- | --- |
| K1 | CO1 | * Define the various methods of cost Accounting |
| K2 | CO2 | * Explain the importance of Labour cost and overheads |
| K3 | CO3 | * Compare the concepts of Managements Accounting with ratio analysis |
| K4 | CO4 | * Analyse the fund flow cash flow statements |

**19MIP05**

**INDIA’S FOREIGN TRADE**

**Course Outcomes (CO)**

|  |  |  |
| --- | --- | --- |
| K1 | CO1 | * Define knowledge of foreign trade policy and export promotion schemes |
| K2 | CO2 | * Describe the concept of project and service exports in current scenario |
| K3 | CO3 | * Demonstrate the trade regulatory procedure between countries. |
| K4 | CO4 | * Analyse the potential analysis in electronic commodities |

**19MIP06**

**INTERNATIONAL TRADE PROCEDURE**

**Course Outcomes (CO)**

|  |  |  |
| --- | --- | --- |
| K1 | CO1 | * Define the categorization of exporters, roes and their status. |
| K2 | CO2 | * Explain in export licensing procedure and preliminary formalities. |
| K3 | CO3 | * Apply the EXIM policy framed by DGFT and supports for International trade practices. |
| K4 | CO4 | * Analyze the concept of NRI’s importing norms |

**19MIP07**

**LOGISTICS MANAGEMENT**

**Course Outcomes (CO)**

|  |  |  |
| --- | --- | --- |
| K1 | CO1 | * Identify the concept of logistics management |
| K2 | CO2 | * Interpret the general operations of shipping industry |
| K3 | CO3 | * Compare the performance of intermediaries in major and minor ports |
| K4 | CO4 | * Analyze about multimodal transportation |

**19MIP08**

**FOREIGN EXCHANGE MANAGEMENT**

**Course Outcomes (CO)**

|  |  |  |
| --- | --- | --- |
| K1 | CO1 | * Identify knowledge of foreign exchange and administration of foreign exchange |
| K2 | CO2 | * Summarize foreign exchange market and different rates |
| K3 | CO3 | * Demonstrate the exchange control measures and systems |
| K4 | CO4 | * Explain the foreign exchange risks and exposure |

**19MIP09**

**CUSTOMER RELATIONSHIP MANAGEMENT**

**Course Outcomes (CO)**

|  |  |  |
| --- | --- | --- |
| K1 | CO1 | * Memorize the concept of customer relationship management |
| K2 | CO2 | * Distinguish marketing initiatives to customers |
| K3 | CO3 | * Apply the service and business plan in International trade |
| K4 | CO4 | * Analyze CRM retailing evolution and its environments |

**19MIP10**

**PRACTICAL – I & (MS WORD , MS POWERPOINT AND ADVANCED EXCEL)**

**Course Outcomes (CO)**

|  |  |  |
| --- | --- | --- |
| K1 | CO1 | * Define the software’s MS word and preparation of documents with relevant process |
| K2 | CO2 | * Explain the power point slide and apply animation effects |
| K3 | CO3 | * Demonstrate of data formatting using different options |
| K4 | CO4 | * Analyse data representation using different formulas |

**19GSP01**

**CYBER SECURITY**

**Course Outcomes (CO)**

|  |  |  |
| --- | --- | --- |
| K1 | CO1 | * State cyber law in e-commerce |
| K2 | CO2 | * Describe power point slide and apply animation effects |
| K3 | CO3 | * Apply legal procedures in prevention of computer crime |
| K4 | CO4 | * Analyze holistic knowledge on legal framework on EDI |