

**Course Specific Outcomes: BA (TPP & HRM) COURSES)****Name of Department- Commerce****Course – BA TPP - 2018-19**

<b>Sem</b>	<b>Type of Course</b>	<b>Course Name</b>	<b>Course Outcomes</b>
I	Core	Income Tax Law	CO1: Understand the basic concepts under the income tax law. CO2: Determine the residential status and tax incidence of different assesseees. CO3: Compute income under the head 'Salaries'. CO4: Compute income under the head 'House property'. CO5: Compute income under the head 'Profits and gains of business and profession'.
II	Core	Income Tax Law II	CO1: Calculate income under all five heads. CO2: Understand clubbing provisions and aggregate income after set-off and carry forward of losses. CO3: Understand the deductions allowed and not allowed under Income Tax Act. CO4: Know about rebates and reliefs. CO5: Compute taxable income and tax liability of individuals and firms.
III	Core	Goods and Service Tax(GST)-I	CO1: Understand the concept of value added tax and connect with the genesis of goods and services tax CO2: Know the meaning of supply under GST law and various concepts related to supply CO3: Understand the meaning and utilization of input tax credit
IV	Core	Goods and Service Tax(GST)-II	CO1: Understand eligible and ineligible input tax credit and concepts related to input tax credit. CO2: Know the procedures related to filling of GST returns CO3: Understand other special provisions related to GST such as anti-profiteering, dual control, penalties and appeals.
V	Core	Personal Tax Planning	CO1: Understand the concept of tax Planning and use the residential status to plan the scope of income. CO2: Apply critical thinking and problem-solving skills related to minimization of tax liability. CO3: Develop efficient pay packages and understand tax planning strategies in relation to house property CO4: Devise tax planning strategies for business and profession and understand the presumptive scheme of taxation CO5: Understand and undertake tax planning for capital gains tax

V	SEC	Advertising	CO1: Learn the concepts and techniques of advertising used in marketing. CO2: Understand the major media decisions, media choice and scheduling. CO3: Comprehend various appeals and models used by the marketers for promoting their brands in the market. CO4: Measure advertising effectiveness with pre and post testing techniques. CO5: Know organisational arrangements for advertising in India.
VI	Core	Indirect Taxes Custom Act and Procedure	CO1: Know the basic concepts of customs act. CO2: Compute the assessable value for charging customs duty. CO3: Understand the meaning and procedures of import and export. CO4: Know the documentation related to customs duties. CO5: Understand export promotion schemes and importance of special economic zones.
VI	SEC	Personal Selling and salesmanship	CO1: Explain the concepts of personal selling, roles and opportunities for sales persons. CO2: Understand the theories, models and approaches of selling. CO3: Comprehend the meaning of motivation in the context of personal selling. CO4: Describe the role of a salesperson in entire personal selling process in order to develop a customer oriented attitude in selling. CO5: Learn various sales reports and ethical issue in selling.

**B.A-HRM - 2018-19**

Sem	Type of Course	Course Name	Course Outcomes
I	Core	Human Resource Management	CO1: Understand the importance of human resources and their effective management in organisations. CO2: Analyze the current theory and practice of recruitment and selection. CO3: Realize the importance of the performance management system in enhancing employee performance. CO4: Recommend actions based on results of the compensation analysis and design compensation schemes that are cost effective, that increase productivity of the work force, and comply with the legal framework. CO5: Understand modern HRM practices to meet needs of changing business environment.

II	Core	Industrial Relations	CO1: Understand the industrial relations and its environment. CO2: Identify the causes and effects of industrial disputes CO3: Frame process for settlement and conciliation between employees or employer. CO4: Comprehend the prevention of industrial disputes. CO5: Recognize the dispute settlement mechanism.
III	Core	Participative Management	CO1: Gain theoretical and practical knowledge of Workers' Participation in India as a preventive tool to industrial disputes, its various levels, forms and modes CO2: Understand the development of trade union movement in India and the problems faced by them CO3: Understand the relevance of industrial discipline and grievance handling in India CO4: Evaluate the effectiveness of collective bargaining in India as a pre-requisite to industrial peace and harmony CO5: Learn the concept of collective bargaining and to acquaint with Indian issues related to it.
IV	Core	Industrial and Labour Regulation	CO1: Understand the protections available for factory workers under the Indian Legislature. CO2: Be able to handle the union actions under the provisions of Trade Union Act CO3: Understand the industrial disputes and legal remedies available with companies in such case. CO4: Acquaint with the basic framework of payment of just and fair wages to employees of factories, industrial establishments or other establishments. CO5: Design and understand the calculation of bonus and its payment to employees.
V	DSE	Organisational Behaviour	CO1: Understand the development of organisational behavior and its importance in managing people at workplace CO2: Understand how people behave under different conditions and why people behave as they do CO3: Critically evaluate leadership styles and strategies CO4: Critically evaluate the potential effects of organisation culture and stress on behavior in organisation so as to direct the same towards predetermined goals CO5: Understand the dynamics of organisational behavior
V	SEC	Advertising	CO1: Learn the concepts and techniques of advertising used in marketing CO2: Understand the major media decisions, media choice and scheduling. CO3: Comprehend various appeals and models used by the marketers for promoting their brands in the market. CO4: Measure advertising effectiveness with pre and post testing techniques. CO5: Know organisational arrangements for advertising in India.

VI	DSE	Leadership and Motivation	<p>CO1: Gain theoretical and practical knowledge to evaluate the leadership skills, styles and strategies so as to become a successful leader and effective employee in organisation</p> <p>CO2: Understand the group dynamics and group decision making so they are able to develop the acumen to utilize the leadership concepts, tools and techniques to handle the complex organisational problems at different levels</p> <p>CO3: Understand how people behave under different conditions and why people behave as they do</p> <p>CO4: Evaluate the communication process and barriers to effective communication</p> <p>CO5: Critically evaluate the functional and dysfunctional aspect of conflict and managing the organisational conflict</p>
VI	SEC	Personal Selling and Salesmanship	<p>CO1: Explain the concepts of personal selling, roles and opportunities for sales persons.</p> <p>CO2: Understand the theories, models and approaches of selling.</p> <p>CO3: Comprehend the meaning of motivation in the context of personal selling.</p> <p>CO4: Describe the role of a salesperson in entire personal selling process in order to develop a customer oriented attitude in selling.</p> <p>CO5: Learn various sales reports and ethical issue in selling.</p>

<b>Course Specific Outcomes: BA (TPP &amp; HRM) COURSES)</b>			
<b>Name of Department- Commerce</b>			
<b>Course – BA TPP - 2019-20</b>			
<b>Sem</b>	<b>Type of Course</b>	<b>Course Name</b>	<b>Course Outcomes</b>
<b>I</b>	Core	Income Tax Law	CO1: Understand the basic concepts under the income tax law. CO2: Determine the residential status and tax incidence of different assessees. CO3: Compute income under the head 'Salaries'. CO4: Compute income under the head 'House property'. CO5: Compute income under the head 'Profits and gains of business and profession'.
<b>II</b>	Core	Income Tax Law II	CO1: Calculate income under all five heads. CO2: Understand clubbing provisions and aggregate income after set-off and carry forward of losses. CO3: Understand the deductions allowed and not allowed under Income Tax Act. CO4: Know about rebates and reliefs. CO5: Compute taxable income and tax liability of individuals and firms.
<b>III</b>	Core	Goods and Service Tax(GST)-I	CO1: Understand the concept of value added tax and connect with the genesis of goods and services tax CO2: Know the meaning of supply under GST law and various concepts related to supply CO3: Understand the meaning and utilization of input tax credit
<b>IV</b>	Core	Goods and Service Tax(GST)-II	CO1: Understand eligible and ineligible input tax credit and concepts related to input tax credit. CO2: Know the procedures related to filling of GST returns CO3: Understand other special provisions related to GST such as anti-profiteering, dual control, penalties and appeals.
<b>V</b>	Core	Income Tax Procedures and Practices	CO1: Know about procedures relate to assessment. CO2: Understand the provisions for deduction of tax at source and compute the tax interest and fee payable to / by government. CO3: Understand the procedure of advance tax payment for all types of assesses. CO4: Understand procedures related to refunds and appeals. CO5: Compute the penalties payable for offending income tax law and related procedure.

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**B.A-HRM - 2019-20**

Sem	Type of Course	Course Name	Course Outcomes
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III	Core	Participative Management	<p>CO1: Gain theoretical and practical knowledge of Workers' Participation in India as a preventive tool to industrial disputes, its various levels, forms and modes</p> <p>CO2: Understand the development of trade union movement in India and the problems faced by them</p> <p>CO3: Understand the relevance of industrial discipline and grievance handling in India</p> <p>CO4: Evaluate the effectiveness of collective bargaining in India as a pre-requisite to industrial peace and harmony</p> <p>CO5: Learn the concept of collective bargaining and to acquaint with Indian issues related to it.</p>
IV	Core	Industrial and Labour Regulation	<p>CO1: Understand the protections available for factory workers under the Indian Legislature.</p> <p>CO2: Be able to handle the union actions under the provisions of Trade Union Act</p> <p>CO3: Understand the industrial disputes and legal remedies available with companies in such case.</p> <p>CO4: Acquaint with the basic framework of payment of just and fair wages to employees of factories, industrial establishments or other establishments.</p> <p>CO5: Design and understand the calculation of bonus and its payment to employees.</p>
V	DSE	Organisational Behaviour	<p>CO1: Understand the development of organisational behavior and its importance in managing people at workplace</p> <p>CO2: Understand how people behave under different conditions and why people behave as they do</p> <p>CO3: Critically evaluate leadership styles and strategies</p> <p>CO4: Critically evaluate the potential effects of organisation culture and stress on behavior in organisation so as to direct the same towards predetermined goals</p> <p>CO5: Understand the dynamics of organisational behavior</p>
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<b>Course Specific Outcomes: BA (TPP &amp; HRM) COURSES)</b>			
<b>Name of Department- Commerce</b>			
<b>Course – BA TPP - 2020-21</b>			
<b>Sem</b>	<b>Type of Course</b>	<b>Course Name</b>	<b>Course Outcomes</b>
I	Core	Income Tax Law	CO1: Understand the basic concepts under the income tax law. CO2: Determine the residential status and tax incidence of different assessees. CO3: Compute income under the head ‘Salaries’. CO4: Compute income under the head ‘House property’. CO5: Compute income under the head 'Profits and gains of business and profession’.
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**B.A-HRM - 2020-21**

Sem	Type of Course	Course Name	Course Outcomes
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<b>Course Specific Outcomes: BA (TPP &amp; HRM) COURSES)</b>			
<b>Name of Department- Commerce</b>			
<b>Course – BA TPP - 2021-22</b>			
<b>Sem</b>	<b>Type of Course</b>	<b>Course Name</b>	<b>Course Outcomes</b>
I	Core	Income Tax Law	CO1: Understand the basic concepts under the income tax law. CO2: Determine the residential status and tax incidence of different assessees. CO3: Compute income under the head ‘Salaries’. CO4: Compute income under the head ‘House property’. CO5: Compute income under the head 'Profits and gains of business and profession’.
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**B.A-HRM - 2021-22**

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<b>Course – BA TPP - 2022-23</b>			
<b>Sem</b>	<b>Type of Course</b>	<b>Course/Paper Name</b>	<b>Course/Paper Outcomes</b>
I	Core	Income Tax Law I	CO1: Understand the basic concepts under the income tax law. CO2: Determine the residential status and tax incidence of different assessees. CO3: Compute income under the head 'Salaries'. CO4: Compute income under the head 'House property'. CO5: Compute income under the head 'Profits and gains of business and profession'.
I	Core	Business Organisation and Behaviour	CO1: Analyse the dynamics of business organisations CO2: Describe the various forms of business organisations CO3: Examine varied perspectives related to the business environment and entrepreneurship. CO4: Evaluate the change in the working pattern of modern organisations. CO5: Explore contemporary issues in business organizations.
II	Core	Income Tax Practice And Procedure	CO1: Explain the basic concepts, residential status of the assessee and incidence of tax. CO2: Develop an understanding of the nuances of the salaries, various allowances and perquisites available under the head income from Salaries. CO3: Develop an understanding of the concept of self-occupied and let out property under the head income from house property. CO4: Compute the income under the head profits and gains of business or profession and capital gains. CO5: Compute incomes covered under the head income from other sources. CO6: Explore the concept of including the income of other persons in the assessee's income. CO7: Compute the total tax liability of an individual after allowing for permissible deductions and exemptions.
II	Core	Financial Accounting	CO1: Analyse the generally accepted accounting principles while recording transactions and preparing financial statements. CO2: Demonstrate the accounting process under a computerized accounting system. CO3: Measure business income applying relevant accounting standards. CO4: Evaluate the impact of depreciation and inventories on Business Income. CO5: Prepare the Financial Statements of sole proprietor firms and Not-For-Profit Organisations. CO6: Prepare the accounts for Inland Branches, Departments and Leases.

III	Core	Income Tax Practice And Procedure	<p>CO1: Explain the basic concepts, residential status of the assessee and incidence of tax.</p> <p>CO2: Develop an understanding of the nuances of the salaries, various allowances and prerequisites available under the head income from Salaries.</p> <p>CO3: Develop an understanding of the concept of self-occupied and let out property under the head income from house property.</p> <p>CO4: Compute the income under the head profits and gains of business or profession and capital gains.</p> <p>CO5: Compute incomes covered under the head income from other sources.</p> <p>CO6: Explore the concept of including the income of other persons in the assessee's income.</p> <p>CO7: Compute the total tax liability of an individual after allowing for permissible deductions and exemptions.</p>
III	Core	Business law	<p>CO1: The basic aspects of contracts vis-a-vis agreements and subsequently enter into valid business propositions.</p> <p>CO2: Describe various modes of discharge of contract and remedies available in case of breach.</p> <p>CO3: Recognize and differentiate between the special contracts.</p> <p>CO4: Analyse the rights and analyse obligations under the Sale of Goods Act.</p> <p>CO5: Attain skills to form and manage entrepreneurial ventures as LLP</p>
IV	Core	Fundamentals of Corporate Tax Planning	<p>CO1: Recognise the concept of tax planning, tax management and tax avoidance.</p> <p>CO2: Interpret the application of minimum alternate tax.</p> <p>CO3: Explore the benefits and incentives available to companies to start a new business.</p> <p>CO4: Recognise the implications of tax provisions for a company with respect to capital structure decisions.</p> <p>CO5: Analyse the importance of controlling function and discuss contemporary issues in management.</p>
IV	Core	Principles of Management	<p>CO1. Discuss evolution of management and its significance.</p> <p>CO2: Analyse applicability of managerial function.</p> <p>CO3: Assess the significance of planning and organising in business.</p> <p>CO4: Interpret the role of directing in business.</p> <p>CO5: Analyse the importance of controlling function and discuss contemporary issues in management.</p>
V	Core	Personal Tax Planning	<p>CO1: Understand the concept of Tax Planning and relevance of residential status to plan the scope of income.</p> <p>CO2: Apply critical thinking and problem-solving skills to minimize tax liability.</p> <p>CO3: Devise tax planning strategy in relation to income from house property and business.</p> <p>CO4: Devise tax planning strategies w.r.t. capital gains and income from other sources.</p> <p>CO5: Understand provisions related to clubbing and certain deductions under Income Tax Act.</p>
V	SEC	Advertising	<p>CO1: Learn the concepts and techniques of advertising used in marketing.</p> <p>CO2: Understand the major media decisions, media choice and scheduling.</p> <p>CO3: Comprehend various appeals and models used by the marketers for promoting their brands in the market.</p> <p>CO4: Measure advertising effectiveness with pre and post testing techniques.</p> <p>CO5: Know organisational arrangements for advertising in India.</p>

VI	Core	Indirect Taxes Custom Act and Procedure	CO1: Explain the concepts of personal selling, roles and opportunities for sales persons. CO2: Understand the theories, models and approaches of selling. CO3: Comprehend the meaning of motivation in the context of personal selling. CO4: Describe the role of a salesperson in entire personal selling process in order to develop a customer oriented attitude in selling. CO5: Learn various sales reports and ethical issue in selling.
VI	SEC	Peronal Selling And Salesmanship	CO1: Explain the concepts of personal selling, roles and opportunities for sales persons. CO2: Understand the theories, models and approaches of selling. CO3: Comprehend the meaning of motivation in the context of personal selling. CO4: Describe the role of a salesperson in entire personal selling process in order to develop a customer oriented attitude in selling. CO5: Learn various sales reports and ethical issue in selling.

**B.A-HRM - 2022-23**

Sem	Type of Course	Course Name	Course Outcomes
I	CORE	Human Resource Management	CO1: Understand the importance of human resources and their effective management in organisations. CO2: Analyze the current theory and practice of recruitment and selection. CO3: Realize the importance of the performance management system in enhancing employee performance. CO4: Recommend actions based on results of the compensation analysis and design compensation schemes that are cost effective, that increase productivity of the work force, and comply with the legal framework. CO5: Understand modern HRM practices to meet needs of changing business environment.
I	Core	Business Organisation and Behaviour Major	CO1. Examine the dynamics of the most suitable form of business organisation in differentsituations. CO2: Evaluate the various elements affecting the business environment. CO3: Analyse business models for different organisations. CO4: Record and report emerging issues and challenges of business organisations. CO5:Evaluate changes in the working pattern of modern organisations

II	Core	Organisation Behaviour	CO1: Understand the development of organisational behavior and its importance in managing people at the workplace. CO2: Understand how individuals behave under different conditions and why individuals behave as they do. CO3: Appreciate different theories of motivation. CO4: Critically evaluate leadership styles and strategies. CO5: Critically evaluate the potential effects of organisation culture and stress on behavior in organisation so as to direct the same towards predetermined goals.
II	Core	Financial Accounting	CO1: Build an understanding of theoretical framework of accounting and be able to prepare financial statements. CO2: Explain and determine depreciation and inventory value. CO3: Develop understanding of accounting for hire purchase transactions and lease transactions. CO4: Understand branch and departmental accounting. CO5: Develop the skill of preparation of trading and profit and loss account and balance sheet using computerized accounting or prepare accounts for dissolution of a partnership firm.
III	Core	Human Resource Development	CO1: Define the concept of human resource management and the role of HR manager. CO2: Analyse the role of HRD strategies in organisations CO3: Apply and evaluate a learning process starting with training needs, analysis, assessment and evaluation process CO4: Explore the role of training needs of employees 5. Evaluate the training methods used in industry
III	DSC	Business Law	CO1: Understand basic aspects of contracts for making the agreements, contracts and subsequently enter valid business propositions. CO2: Handle the execution of special contracts used in different types of business. CO3: Learn legitimate rights and obligations under The Sale of Goods Act. CO4: Acquire skills to initiate entrepreneurial ventures as LLP. CO5: Understand the fundamentals of Internet based activities under The Information and Technology Act.
IV	Core	Performance Management	CO1: Identify the process of performance management and performance appraisal. CO2: Evaluate different methods of performance management and performance appraisal. CO3: Recognise the concept of learning organisation and assess different aspects of performance-based compensation. CO4: Analyse issues in implementation of performance management. CO5: Discuss contemporary issues in performance management

IV	Core	Principles of Management	CO1: Discuss evolution of management and its significance. CO2: Analyse applicability of managerial functions. CO3: Assess the significance of planning and organising in business. CO4: Interpret the role of directing in business. CO5: Analyse the importance of controlling function and discuss contemporary issues in management
IV	Core	Industrial and Labour Regulation	CO1: Acquaint themselves with the basic framework of payment of wages. CO2: Analyse the calculation of bonus and eligibility to receive bonus as per legislation. CO3: Examine the schemes for labour and their benefits enacted under the Indian legislation. CO4: Create channels to extend the benefits of different schemes of insurance available for a defined set of employees. CO5: Interpret the legal structure provided for social security.
IV	DSE	Organisational Behaviour	CO1: Demonstrate understanding of the basic concepts of organisational behaviour and their applicability in contemporary organisations. CO2: Analyse the various means of managing people at the workplace. CO3: Interpret the complex nature of human behaviour and group dynamics. CO4: Critically evaluate leadership styles and strategies. CO5: Discuss the ways to build supportive organisational culture
V	SEC	Advertising	CO1: Discuss communication objectives behind advertising of various products and services. CO2: Describe advertising appeals, elements of print and broadcast advertisement. CO3: Elucidate various advertising and media elements in the advertising decisions. CO4: Discuss advertising effectiveness. CO5: Explain various organizational arrangements and examine the ethical and legal issues of advertising
VI	DSE	Leadership and Motivation	CO1: Recognise various leadership styles. CO2: Discuss various theories of leadership. CO3: Discuss various theories of motivation. CO4: Recognise the concept and importance of e leadership. CO5: Assess traits of contemporary leaders.
VI	SEC	Personal Selling And Salesmanship	CO1: Recognise the concepts of personal selling, roles and opportunities for salespersons. CO2: Discuss the theories, models and approaches of selling. CO3: Recognise different buying motives. CO4: Describe the process of personal selling. CO5: Analyse sales reports and recognise the importance of ethical issues in selling

<b>Course Specific Outcomes: BA (TPP &amp; HRM) COURSES)</b>			
<b>Name of Department- Commerce</b>			
<b>Course – BA TPP - 2023-24</b>			
<b>Sem</b>	<b>Type of Course</b>	<b>Course/Paper Name</b>	<b>Course Outcomes</b>
I	Core	Income Tax Law I	CO1: Understand the basic concepts under the income tax law. CO2: Determine the residential status and tax incidence of different assessees. CO3: Compute income under the head 'Salaries'. CO4: Compute income under the head 'House property'. CO5: Compute income under the head 'Profits and gains of business and profession'.
I	Core	Business Organisation and Behaviour	CO1: Analyse the dynamics of business organisations CO2: Describe the various forms of business organisations CO3: Examine varied perspectives related to the business environment and entrepreneurship. CO4: Evaluate the change in the working pattern of modern organisations. CO5: Explore contemporary issues in business organizations.
II	Core	Income Tax Practice And Procedure	CO1: Explain the basic concepts, residential status of the assessee and incidence of tax. CO2: Develop an understanding of the nuances of the salaries, various allowances and perquisites available under the head income from Salaries. CO3: Develop an understanding of the concept of self-occupied and let out property under the head income from house property. CO4: Compute the income under the head profits and gains of business or profession and capital gains. CO5: Compute incomes covered under the head income from other sources. CO6: Explore the concept of including the income of other persons in the assessee's income. CO7: Compute the total tax liability of an individual after allowing for permissible deductions and exemptions.
II	Core	Financial Accounting	CO1: Analyse the generally accepted accounting principles while recording transactions and preparing financial statements. CO2: Demonstrate the accounting process under a computerized accounting system. CO3: Measure business income applying relevant accounting standards. CO4: Evaluate the impact of depreciation and inventories on Business Income. CO5: Prepare the Financial Statements of sole proprietor firms and Not-For-Profit Organisations. CO6: Prepare the accounts for Inland Branches, Departments and Leases.

III	Core	Income Tax Practice And Procedure	<p>CO1: Explain the basic concepts, residential status of the assessee and incidence of tax.</p> <p>CO2: Develop an understanding of the nuances of the salaries, various allowances and perquisites available under the head income from Salaries.</p> <p>CO3: Develop an understanding of the concept of self-occupied and let out property under the head income from house property.</p> <p>CO4: Compute the income under the head profits and gains of business or profession and capital gains.</p> <p>CO5: Compute incomes covered under the head income from other sources.</p> <p>CO6: Explore the concept of including the income of other persons in the assessee's income.</p> <p>CO7: Compute the total tax liability of an individual after allowing for permissible deductions and exemptions.</p>
III	Core	Business law	<p>CO1: The basic aspects of contracts vis-a-vis agreements and subsequently enter into valid business propositions.</p> <p>CO2: Describe various modes of discharge of contract and remedies available in case of breach.</p> <p>CO3: Recognize and differentiate between the special contracts.</p> <p>CO4: Analyse the rights and analyse obligations under the Sale of Goods Act.</p> <p>CO5: Attain skills to form and manage entrepreneurial ventures as LLP</p>
IV	Core	Fundamentals of Corporate Tax Planning	<p>CO1: Recognise the concept of tax planning, tax management and tax avoidance.</p> <p>CO2: Interpret the application of minimum alternate tax.</p> <p>CO3: Explore the benefits and incentives available to companies to start a new business.</p> <p>CO4 :Recognise the implications of tax provisions for a company with respect to capital structure decisions.</p> <p>CO5: Analyse the importance of controlling function and discuss contemporary issues in management.</p>
IV	Core	Principles of Management	<p>CO1: Discuss evolution of management and its significance.</p> <p>CO2: Analyse applicability of managerial function.</p> <p>CO3: Assess the significance of planning and organising in business.</p> <p>CO4: Interpret the role of directing in business.</p> <p>CO5: Analyse the importance of controlling function and discuss contemporary issues in management.</p>
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V	SEC	Advertising	CO1: Learn the concepts and techniques of advertising used in marketing. CO2: Understand the major media decisions, media choice and scheduling. CO3: Comprehend various appeals and models used by the marketers for promoting their brands in the market. CO4: Measure advertising effectiveness with pre and post testing techniques. CO5: Know organisational arrangements for advertising in India.
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**B.A-HRM - 2023-24**

Sem	Type of Course	Course Name	Course Outcomes
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