

PROGRAM OUTCOMES

Program outcomes refer to broad objectives of a degree program, particularly as they pertain to the quality and productivity of the program. The faculty in each academic degree program at St. Pious X Degree and PG College for Women, articulates what they want students in their program to have achieved--in terms of knowledge, skills, and values--when they complete the program referred to as Program Outcomes. By articulating these as things that students will know or be able to do, the benefits of a program of study can be clearly communicated to prospective students, to employers, and to others in the institution. The program's content, student experiences, and teaching methodologies are then aligned in an optimal way to help students achieve these learning outcomes. The college employs a continuous improvement process to evaluate and improve the effectiveness of each academic program. Striving towards achieving the mission of the college the efforts are directed to equip the students with an

1. Ability to build a strong foundation of knowledge in different disciplines of their study
2. Ability to apply critical thinking, decision making, and reasoning skills in the process of quality education
3. Ability to integrate knowledge, skill and attitude that will sustain an environment of learning and creativity
4. Ability to develop an attitude for working effectively and efficiently in any competitive environment
5. Ability to articulate ideas, communicate effectively, in writing and verbally
6. Ability to use current techniques, skills, and tools in the field of ICT
7. Ability to appreciate the benefits of experiential learning by inculcating good work habits, time management and self discipline.
8. Ability to collaborate with others from different disciplines in the recognition that multidisciplinary approaches are necessary to address the major issues facing society
9. Ability to act with an informed awareness of issues and participate in civic life through volunteering
10. Ability to recognize the need for, and have the preparation to engage in independent and life-long learning

PROGRAM SPECIFIC OUTCOMES

B.COM (COMPUTERS)

Bachelor of Commerce (Computer) is a 3 years under graduate degree programme, affiliated to Osmania University, Telangana. B.Com. (Computer) programme prepares the student to understand commerce with computer operation. To this end we strive to realize the following set of program outcomes for all our undergraduate B.Com students.

1. To acquaint students with the basic concepts of commerce specially emphasizing upon the use of computers.
2. Use information to support business processes and practices, such as problem analysis and decision making.
3. Demonstrate knowledge of microeconomic theory as it relates to markets, firms, government policy, and resource allocation.
4. Use quantitative and qualitative tools and methodologies to solve business problems and to take advantage of business opportunities.
5. Employ critical thinking skills to analyze financial data as well as the effects of differing financial accounting methods.
6. Apply knowledge of Income Tax laws and procedures to individuals and businesses.
7. An understanding of the economic, regulatory, and environmental context in which the global practice of business is conducted.
8. Develop viable alternatives and make effective decisions relating to business ethics and social responsibility.

PROGRAM SPECIFIC OUTCOMES

B.COM (GENERALS)

Bachelor of Commerce (General) is a 3 years under graduate degree programme, affiliated to Osmania University, Telangana. B.Com. (General) programme prepares the student to understand Commerce with little application on computers. To this end we strive to realize the following set of program outcomes for all our undergraduate B.Com students.

1. To acquaint students with the basic concepts of commerce.
2. Use information to support business processes and practices, such as problem analysis and decision making.
3. Demonstrate knowledge of microeconomic theory as it relates to markets, firms, government policy, and resource allocation.
4. Use quantitative and qualitative tools and methodologies to solve business problems and to take advantage of business opportunities.
5. Employ critical thinking skills to analyze financial data as well as the effects of differing financial accounting methods.
6. To provide basic knowledge of computers with application to various fields of information technology and its role in Business today.
7. Apply knowledge of Income Tax laws and procedures to individuals and businesses.
8. Develop viable alternatives and make effective decisions relating to business ethics and social responsibility.

UG –COURSE OUTCOMES
DEPARTMENT OF COMMERCE
B.COM (GENERAL) AND B.COM (COMPUTERS)

I- YEAR SEMESTER-I

Code	Course Title	Course Type	HPW	Credits
BC104	FINANCIAL ACCOUNTING - I (GENERAL & COMPUTER)	DSC-1A	5	5

Upon successful completion of this course, the student will be able to:

1. Acquire conceptual knowledge of basics of accounting.
 2. Develop the skill of recording financial transactions and preparation of reports in accordance with GAAP.
 3. Describe the role of accounting information and its limitations.
 4. Equip with the knowledge of accounting process and preparation of final accounts of sole trader.
 5. Identify and analyze the reasons for the difference between cash book and pass book balances
 6. Recognize circumstances providing for increased exposure to errors and frauds
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Code	Course Title	Course Type	HPW	Credits
BC105	BUSINESS ECONOMICS (GENERAL & COMPUTER)	DSC-2A	5	5

Upon successful completion of this course, the student will be able to:

1. Understand economics in terms of business.
 2. Evaluate supply and demand analysis .
 3. Analyze the consumer behaviour.
 4. Interpret the factors affecting firm such as production , costs and revenue.
 5. Analyze the performance of firms under different market structures.
 6. Assess economic issues and policies.
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Code	Course Title	Course Type	HPW	Credits
BC106	BUSINESS ORGANIZATION (GENERAL & COMPUTER)	DSC-3A	4	4

Upon successful completion of this course, the student will be able to:

1. Understand the scope of Business, and its importance.
2. Describe the Social Responsibility and Ethics of Business
3. Analyse different forms of business organizations
4. Identify various vital documents of a company
5. Learn various sources Industrial Financial resources
6. Explain the functioning of Stock Exchanges & Mutual funds.

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Code	Course Title	Course Type	HPW	Credits
BC107	INFORMATION TECHNOLOGY (GENERAL & COMPUTER)	DSC-4A	3T+2P	4

Upon successful completion of this course, the student will be able

1. Acquire knowledge about generation of computers and types of computers.
2. Explain hardware/software methods and tools.
3. Know about different versions in windows operating system.
4. Evaluate types of operating systems and booting process.
5. Learn types of virus and how to protect the data from virus.
6. Understand Internet and browsing services available in internet-WWW-ISP- Browsers.

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I-YEAR SEMESTER-II:

Code	Course Title	Course Type	HPW	Credits
BC204	FINANCIAL ACCOUNTING - II (GENERAL & COMPUTER)	DSC-1B	5	5

Upon successful completion of this course, the student will be able to:

1. Appreciate the need for negotiable instruments and procedure of accounting for them
 2. Evaluate the concept of Consignment and learn its accounting treatment
 3. Distinguish Joint Venture and Partnership and to learn the methods of maintaining records under Joint Venture.
 4. Determine the ascertainment of profit under Single Entry system.
 5. Understand the meaning and features of Non-Profit Organizations
 6. Prepare Receipts & Payment Account, Income & Expenditure Account and Balance Sheet for Non-Profit Organizations
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Code	Course Title	Course Type	HPW	Credits
BC205	MANAGERIAL – ECONOMICS (GENERAL & COMPUTER)	DSC-2B	5	5

Upon successful completion of this course, the student will be able to:

1. Understand economic environment, effective managerial decision-making process
 2. Understand of the theory and analytical tools that can be used in decision-making problems.
 3. Analyze knowledge of the economic theory with decision-making techniques.
 4. Use economic models to isolate the relevant elements of a managerial problem, identify their relationships
 5. Formulate them into a managerial model to which decision making tools can be applied.
 6. Use of Graphs is encouraged.
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Code	Course Title	Course Type	HPW	Credits
BC206	PRINCIPLES OF MANAGEMENT (GENERAL & COMPUTERS)	DSC-3B	4	4

Upon successful completion of this course, the student will be able to:

1. Understand the importance of Administration & Management.
2. Interpret the Principles of Management in traditional & modern scientific way.
3. Demonstrate the details about Planning and MBO
4. Learn about Principles of Organization & various types of Organizations.
5. Learn about Co-ordination, Control, Principles, techniques & Span of Management.
6. Describe Delegation and Decentralization types of delegation.

Code	Course Title	Course	HPW	Credits
BC207	MANAGEMENT INFORMATION SYSTEM (COMPUTERS)	Type DSC-4B	3T+2P	4

Upon successful completion of this course, the student will be able to:

1. Understand the core activities in the systems development process.
2. Learn the basic concepts and technologies used in the field of Management information systems.
3. Acquire the knowledge of different types of management information systems.
4. Evaluate the role of information systems in organizations, the strategic management processes, and the implications for the management.
5. Analyze the importance of managing organizational change associated with information systems implementation
6. Acquire the knowledge of MS-Access as a database tool to manage the organization information.

Code	Course Title	Course Type	HPW	Credits
BC207	FOREIGN TRADE (GENERAL)	DSC-4B	3T+2P	4

Upon successful completion of this course, the student will be able to:

1. Analyse the different types of documents used in foreign trade
2. Learn the components of Balance of payment and Balance of trade in international trade.
3. Understand the trade and types of blocs in international trade.
4. Understand the objectives and functions of international economic institutions.
5. Know about the Indian trade policy.
6. Learn about the International economic institutions.

II-YEAR SEMESTER-III

Code	Course Title	Course Type	HPW	Credits
BC301	PRINCIPLES OF INSURANCE BUSINESS (GENERAL & COMPUTERS)	SEC-1	2	2

Upon successful completion of the student will be able to:

1. Identify and categories the various risks faced by an organization & individuals.
 2. Relate to the role of Insurance in economic development of society and social security.
 3. Understand the basic terminology and Principles of Insurance.
 4. Describe the difference between Life & Non –Life insurance Products.
 5. Able to understand the various policies of Insurance.
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Code	Course Title	Course Type	HPW	Credits
BC 304	ADVANCED ACCOUNTING (GENERAL & COMPUTERS)	DSC - IC	5	5

Upon successful completion of this course, a student will be able to:

1. Prepare financial accounts for partnership firms in different situations .
 2. Prepare financial statements for partnership firm on dissolution of the firm.
 3. Apply the New Companies Act provisions regarding Company accounts.
 4. Evaluate the different ways for a company to raise finances from public .
 5. Understand Profits prior to incorporation of a Company.
 6. Understand the need and methods of valuation of shares and goodwill.
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Code	Course Title	Course Type	HPW	Credits
BC305	INCOME TAX-I (GENERAL & COMPUTERS)	DSC-2C	5	5

Upon successful completion of this course, a student will be able to:

1. Acquire the complete knowledge of basic concepts of income tax
2. Illustrate the concept of exempted incomes.
3. Calculate Residential status of a person.
4. Compute the income under the head” Income from Salary”
5. Compute income under the head “Income from House Property”
6. Compute income under the head “Income from Business or Profession”

Code	Course Title	Course Type	HPW	Credits
BC306	BUSINESS STATISTICS-I (GENERAL & COMPUTERS)	DSC-3C	4	4

Upon successful completion of this course, a student will be able to:

1. Express the fundamentals of Statistics.
2. Understand basic statistical concepts such as statistical collection, statistical series, tabular and graphical representation of data.
3. Calculate measures of central tendency, dispersion and asymmetry
4. Interpret the meaning of the calculated statistical indicators.
5. Choose a statistical method for solving practical problems.
6. Predict values of strategic variables using regression and correlation analysis.

Code	Course Title	Course Type	HPW	Credits
BC307	PROGRAMMING WITH C (COMPUTERS)	DSC-4C	3T+2P	4

Upon successful completion of the student will be able to:

1. Understanding concept on structural Programming language, Pseudo code and Algorithm with textual information, data types, characters and strings.
2. Ability to work with Looping and Branching statements practically with expressions.
3. Ability to work with arrays and strings of complex objects.
4. Understanding a concept of functional hierarchical code organization.
5. Understanding a defensive programming concept on Structures on Unions.
6. Ability to handle possible errors during program execution using Functions.

BC307	ENTREPRENEURIAL DEVELOPMENT AND BUSINESS ETHICS (GENERAL)	DSC-4C	4	4
Code	Course Title	Course Type	HPW	Credits

Upon successful completion of this course, a student will be able to:

1. Understand the development of entrepreneurship as a field of study and as a profession.
2. Understand the creative process of opportunity identification and screening.
3. Analyze new concept/product/service ideas as an entrepreneur.
4. Understand the role of government in promoting entrepreneurship.
5. Understand the importance of building a support network for the new venture.
6. Understand the importance of Business Standards and business ethics.

II YEAR – SEMESTER - IV

Code	Course Title	Course Type	HPW	Credits
BC401	PRACTICE OF LIFE INSURANCE (GENERAL & COMPUTERS)	SEC-2	2	2

Upon successful completion of the course student will be able to:

1. Analyse the growth of insurance business in India.
 2. Explain the Organizational structure of LIC & various types of Policies.
 3. Understand the meaning of various insurance policies offered to Organizations
 4. Apply the meaning of assignment & Nomination.
 5. Describe about Policy claim procedure.
 6. Evaluate survival benefits & various kinds of claims.
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Code	Course Title	Course Type	HPW	Credits
BC 404	CORPORATE ACCOUNTING (GENERALS & COMPUTERS)	DSC-1D	5	5

Upon successful completion of this course, a student will be able

1. Apply the procedures for company liquidation and its modes.
 2. Understand the accounting treatment for internal reconstruction and acquisition.
 3. Define the procedures for mergers and amalgamations.
 4. Acquire the knowledge of maintaining the books of accounts for Banks
 5. Formulate Final Accounts for Insurance Companies
 6. Explain the procedure for Insurance claims and their treatment.
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Code	Course Title	Course Type	HPW	Credits
BC405	INCOME TAX –II (GENERALS & COMPUTERS)	DSC-2D	5	5

Upon successful completion of this course, a student will be able to:

1. Apply the conceptual and legal knowledge about Income Tax provisions .
 2. Computation of Income from different heads with reference to an Individual Assessee.
 3. Identify intra and inter head set of losses and carry forward of losses
 4. Understand clubbing of income and the term aggregation of income
 5. Identify various deductions under section u/s80 C to 80 U
 6. Assessing income, calculate tax liability and file E-returns.
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Code	Course Title	Course Type	HPW	Credits
BC406	BUSINESS STATISTICS –II (GENERALS & COMPUTERS)	DSC-3D	4	4

Upon successful completion of this course, a student will be able to:

1. Describe the various techniques of Advanced Statistics in the field of commerce.
2. Select appropriate statistical techniques for summarizing and displaying business data.
3. Analyze and draw inferences from business data using appropriate statistical methods
4. Interpret and communicate the results of a statistical analysis in the context of a business problem
5. Understand and use simple forecasting techniques.
6. Understand the concept of Index Numbers , Probability and theoretical distribution

Code	Course Title	Course Type	HPW	Credits
BC407	PROGRAMMING WITH C++	DSC-4C	3T+2P	4

Upon successful completion of the course student will be able to:

1. Understand structured variables, classes and objects, features of C++ supporting object oriented programming
2. Master using key structured programming constructs: declarations, sequence, selection, repetition, evaluating expressions.
3. Understand advanced use of arrays, pointers(reference parameters) and functions and the other concepts in C++ programming related to good modular design.
4. Be familiar with C++ classes and understand the relative merits of C++ as an objectoriented programming language.
5. Understand how to apply the major object-oriented concepts to implement objectoriented programs in C++, encapsulation, inheritance and polymorphism
6. Understand advanced features of C++ specifically stream I/O and operator overloading.

Code	Course Title	Course Type	HPW	Credits
BC 407	FINANCIAL STATEMENT ANALYSIS (GENERAL)	DSC-4D	4	4

Upon successful completion of this course students will be able to:

1. Acquire knowledge and techniques of Financial Statement Analysis.
2. Prepare various analytical financial statements.
3. Understand the use of related financial information relevant to the various users
4. Identify the operational efficiency and managerial effectiveness.
5. Analyze the reasons for change in profitability and financial position of the firm.
6. Calculate various accounting ratios, reports and relevant data helpful for Management control and decision making.

III YEAR – SEMESTER V (CBCS):

Code	Course Title	Course Type	HPW	Credits
BC501	PRACTICE OF GENERAL INSURANCE (GENERAL & COMPUTERS)	SEC-3	2	2

Upon successful completion of this course students will be able to:

1. Understand the meaning of insurance & how it is helpful in day to day life.
2. Explain about life insurance & General insurance concepts
3. Understand the importance of insurance in day to day life.
4. Understand the calculation of premiums for various insurance products.
5. Analyze the risk and the procedure to manage the risk in various situations.
6. Acquire knowledge about underwriting process & related claim processes.

Code	Course Title	Course Type	HPW	Credits
BC502	INTRODUCTION TO INDIAN ECONOMY (GENERAL & COMPUTERS)	GE-1	4	4

Upon successful completion of this course students will be able to:

1. Build An Overview of Indian Economy
2. Measure The Latest Developments In The Economy
3. Analyze Developmental Issues-Structural Changes In The Indian Economy-
4. Demonstrate Policy Aspects of Indian economy:

Code	Course Title	Course Type	HPW	Credits
BC503	COST ACCOUNTING (GENERAL & COMPUTERS)	DSC	4	4

Upon successful completion of this course students will be able to:

1. Imbibe conceptual knowledge of cost accounting.
2. Select the costs according to their impact on business
3. Differentiate methods of schedule costs per unit of production and calculating stock consumption.
4. Identify the specifics of different costing methods and interpret the impact of the selected costs method
5. Apply cost accounting methods to evaluate and project business performance
6. Demonstrate mastery of costing systems, cost management systems, budgeting systems and performance measurement system.

Code	Course Title	Course Type	HPW	Credits
BC504	BUSINESS LAW (GENERAL & COMPUTERS)	DSC	4	4

Upon successful completion of Business Law the student will be able to:

1. Demonstrate, understand and communicate all the Legal Terminology of Business.
2. Understanding Development of Business Law in India
3. Outline Essentials of a valid Contract and agreements expressly declared to be void
4. Wagering Agreements from Contingent contracts and classify different modes of Discharge.
5. Acquire knowledge about Sale of Goods Act 1930 and Consumer Protection Act 1986
6. Explain Intellectuals Property Rights , Information Technology Act & Environmental Protection Act.

Code	Course Title	Course Type	HPW	Credits
BC505	BANKING THEORY AND PRACTICE (GENERAL & COMPUTERS)	DSC	4	4

Upon successful completion of this course students will be able to:

1. Describe the Origin and Growth of Banking in India
2. Discuss the role and functions of RBI.
3. Explain different types of banks and their functions.
4. Understanding the Banker And Customer relationship
5. Classify and compare the Negotiable Instruments
6. Understand the different Loans and advances offered to the customers and evaluate their latest trends.

Code	Course Title	Course Type	HPW	Credits
BC506	EXCEL FOUNDATION	DSC	4	4

Upon successful completion of this course students will be able to:

1. To familiarize oneself with Excel's 2013 basic features
2. Create and design a spreadsheet for general office & business use.
3. Demonstrate formatting techniques and presentation styles including templates various tasks.
4. To manage the contents of cells and ranges within and between workbooks
5. Demonstrate how to secure information in an Excel workbook.
6. To use Print Preview to examine a spreadsheet before printing Excel worksheets with ease for presenting business reports.

Code	Course Title	Course Type	HPW	Credits
BC508(a)	WEB TECHNOLOGY	DSE	4T+2P	5

Upon successful completion of this course students will be able to:

1. Outline the history of the web, and technologies that makes the web pages and publishing them.
2. Make the web pages more dynamic and interactive.
3. Design to create structure of web page, to store the data in web document, and transfer information.
4. Students are able to develop a dynamic webpage by the use of java script and DHTML.
5. Students will be able to write a well formed / valid XML document.
6. Implement the role of XML for the management and delivery of electronic information for given application.

Code	Course Title	Course Type	HPW	Credits
BC506	AUDITING(GENERAL)	DSC	4	4

Upon successful completion of this course students will be able to:

1. Understanding Auditing as per AASB.
2. Explain the Qualification, Disqualification, Rights and Duties of an Auditor.
3. Describe Audit programme ,Audit Note Book ,Audit Working Notes and Audit Markings
4. Define Internal Audit and internal control, its meaning and objectives, types of Vouchers and its application.
5. Distinguish between Verification and Valuation of various Assets and Liabilities.
6. Describe the meaning and role of Audit Committee with reference to Audit Reports.

Code	Course Title	Course Type	HPW	Credits
BC507	COMPUTERISED ACCOUNTING (GENERAL& COMPUTERS)	DSE	4T + 2P	5

Upon successful completion of this course students will be able to:

1. Acquire the knowledge of computer software.
2. Understand the limitations of manual accounting and advantages of computerized accounting.
3. Integrate technical skills with financial accounting procedures.
4. Explain the process of maintaining inventory and day-to-day transactions in Tally accounting software.
5. Manage account receivables and payables in ERP.
6. Able to generate MIS reports.

Code	Course Title	Course Type	HPW	Credits
BC508	ACCOUNTING STANDARDS (GENERALS)	DSE	5	5

Upon successful completion of this course students will be able to:

1. Learn various Accounting Standards and its formulation.
2. Understand the Objectives, Benefits and limitations of AS
3. Developing a Road map for implementation of Indian AS
4. Applying the standards in accounting transactions and solving simple problems
5. Understand the benefits of IFRS
6. Analysing and integrating the Indian AS with IFRS.

Code	Course Title	Course Type	HPW	Credits
BC608	ADVANCED CORPORATE ACCOUNTING (GENERALS)	DSE	5	5

Upon successful completion of this course students will be able to:

1. Apply details of accounting as per AS -21, regarding Holding companies.
2. Understand the Double Account system pertaining to Electricity Companies.
3. Equipping the students with techniques for accounting for price level changes.
4. Solve problems pertaining to Lease Accounting with reference to AS-19.
5. Examine the perspectives of HRA and SRA.

Code	Course Title	Course Type	HPW	Credits
BC603	THEORY AND PRACTICE OF GST	DSE	5	5

Upon successful completion of this course students will be able to:

- 1 . Know the various provisions of GST Act 2017.
2. Practice various provisions of GST in Tally ERP 9.1.
3. Learn and compare various tax rates for goods and services under GST .
4. Practice the advance entries and adjustments relating to various transactions.
5. Generate the various reports and upload in the GST portal .

Code	Course Title	Course Type	HPW	Credits
BC605	MANAGERIAL ACCOUNTING	DSE	4	5

Upon successful completion of this course students will be able to:

1. Explain the concept and importance of management accounting for businesses
2. Apply different techniques of managerial accounting information in business decisions making.
3. Learn various techniques of marginal costing.
4. Examine the use of budgets in business organizations. Prepare and plan the budget planning for each unit or activity of the firm.
5. Understand the use of standard costs in manufacturing and apply variance analysis concepts.

Code	Course Title	Course Type	HPW	Credits
BC601	REGULATIONS OF INSURANCE BUSINESS	SEC-4	2	2

Upon successful completion of this course students will be able to:

1. Demonstrate the students with the knowledge regarding Insurance business and policies, rules and regulations of IRDA
2. Identify the procedure of claims, to represent grievances of policy holder.

Code	Course Title	Course Type	HPW	Credits
BC604	Company Law	DSC	4	4

Upon successful completion of this course students will be able to:

1. Demonstrate the students the legal provisions applicable for the formation of company
2. Outline the management of companies
3. Explain the roles and duties of company secretary.
4. Illustrate the company meetings.
5. Understand the legal provisions applicable for the winding up of companies as per the Companies Act 2013.

Code	Course Title	Course Type	HPW	Credits
BC606	Commerce Lab	DSC	4	4

Upon successful completion of this course students will be able to:

1. Discuss the different kinds of licenses and forms required for different businesses.
2. Differentiate the various documents used by banking and insurance companies.
3. Demonstrate the knowledge of important documents required for an incorporated company.
4. Explain the documents of taxation as per existing legal provisions.
5. Create different kinds of business charts for decision making process.

Code	Course Title	Course Type	HPW	Credits
BC607	Financial Institutions And Markets	DSC	4	4

Upon successful completion of this course students will be able to:

1. State the different components of Indian financial markets and its functions.
2. Differentiate the various financial institutions and their working .
3. Demonstrate the knowledge of Money market and its various instruments.
4. Explain the role of debt market in the Indian economy.
5. Summarize the development of Equity markets and the working of SEBI.

Code	Course Title	Course Type	HPW	Credits
BCCA 608 (a)	RELATIONAL DATABASE MANAGEMENT	DSE	4T + 2P	5

Upon successful completion of this course, a student will be able to:

1. Understand why to use DBMS and what are its architectural concepts.
2. Implement DBMS using Relational and ER models.
3. How normalisation helps in building a better database.
4. Attain a good practical understanding of SQL.
5. Understand the basic concepts of Concurrency Control & database security
6. Need for Distributed databases and client server databases.

Code	Course Title	Course Type	HPW	Credits
BCC607(a)	E-COMMERCE	DSE	4T + 2P	5

Upon successful completion of this course, a student will be able to:

1. Understanding E-Commerce environment and its application areas.
2. Evaluate the effect of changing technology on traditional business models and strategy.
3. Knowledge of framework, ethical and legal issues related to e-commerce technologies.
4. Identify security & frauds in E-payments.
5. Determine the EDI software for implementation of business documents.
6. Designing E-Marketing & online advertising techniques and their application.