



VASANTA COLLEGE FOR WOMEN

वसंत महिला महाविद्यालय

Admitted to the Privileges of Banaras Hindu University
Krishnamurti Foundation India, Rajghat Fort, Varanasi - 221 001

Estd: 1913

E-mail : vasantakfi@rediffmail.com
vcwkl.rajghat@gmail.com
Tel. No.: +91-542-2441187, 2440408
Website : vasantakfi.ac.in

DEPARTMENT OF COMMERCE

UG Programme Outcome (PO)

The program will enable the student to:

- PO₁- get in depth knowledge of their individual discipline
- PO₂- think creatively and critically
- PO₃- have a cognitive clarity of their future
- PO₄- train them in logical thinking and reflective reasoning
- PO₅- have clear understanding of their social skills and environmental sensibility
- PO₆- apply disciplinary knowledge in their daily life
- PO₇- appraise and practice the universal values to be an efficient global citizen
- PO₈- make them digitally competent

Programme Specific Outcomes (PSO)

The teacher will enable the student to:

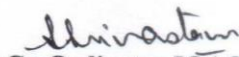
- PSO₁- make the students well versed with the content covered under various disciplines
- PSO₂-develop critical and analytical reasoning for various quantitative and qualitative skills
- PSO₃-improve their future decision-making skills and foresightedness
- PSO₄-develop analytical skills to take sound financial and managerial decisions
- PSO₅-foster the entrepreneurial and innovative skills in the students and prepare them for industry
- PSO₆-apply practical knowledge in real life scenario
- PSO₇- inculcate the ethical values and social responsibility
- PSO₈- inculcate the digital competence among the students with holistic approach
- PSO₉-create general awareness regarding consumer rights and legal rights



Principal

PRINCIPAL

VASANTA COLLEGE FOR WOMEN
RAJGHAT FORT, VARANASI


Department Incharge


Co-Ordinator IQAC


Convener Learning Outcome Committee

Program Name & Code	Semester	Name of the Paper	Course Outcome	Program Specific Outcome	Program Outcome
B.com (Hons)	1	BCH 111: Financial Accounting I	<p>Student will be able to:</p> <ul style="list-style-type: none"> Define the fundamental accounting principles and conventions Explain the financial health of various firms and companies Analyze the business's earnings potential Outline the difference in financial treatments of different types of expenditure (capital and revenue) Assess the practical aspects of journal, ledger, trial balance, cash book, final accounts, partnership accounts and depreciation accounting 	<p>PSO1</p> <p>PSO4</p> <p>PSO4</p> <p>PSO1</p> <p>PSO1, PSO4</p>	<p>PO1</p> <p>PO1</p> <p>PO6</p> <p>PO1 , PO4</p> <p>PO1 , PO6</p>

		BCH 112: Principles of Management	<p>Student will be able to:</p> <ul style="list-style-type: none"> • Apply the practical knowledge in scientific decision making in real world situation. • Explain the concept of management, the importance and functions of management along with the various theories. • Rephrase the various managerial functions like planning, organizing, staffing, directing, coordinating, controlling and budgeting. • Interpret the concept and importance of motivation in the light of various theories of motivation. • Manage stress related issues. 	<p>PSO6</p> <p>PSO1</p> <p>PSO1</p> <p>PSO1</p> <p>PSO7,PSO6</p>	<p>PO6</p> <p>PO1</p> <p>PO1</p> <p>PO6</p> <p>PO6 , PO3</p>
		BCH 113: Business Environment	<p>Student will be able to:</p> <ul style="list-style-type: none"> • Explain the concept and significance of business environment • Compare the various forces of economic environment of business • Assess the pros and cons of devaluation and privatization. • Relate the role of government in business profile of private sector, 	<p>PSO1</p> <p>PSO1</p> <p>PSO2</p> <p>PSO1, PSO6</p>	<p>PO1</p> <p>PO1</p> <p>PO2</p> <p>PO1 ,PO6</p>

			<p>joint sector and public sector</p> <ul style="list-style-type: none"> • Demonstrate the motives behind liberalization, privatisation and globalization • Identify the social responsibilities of any business as well as nature of Indian society under socio-cultural environment • Compare and contrast the working of various economic institutions like WTO, UNCTAD and MOUs. 	<p>PSO1</p> <p>PSO7</p> <p>PSO1</p>	<p>PO4</p> <p>PO7</p> <p>PO1</p>
		BCH 114: Monetary Theory	<p>Student will be able to:</p> <ul style="list-style-type: none"> • Explain the nature, functions (Static and dynamic) and classification of money • Compare the nature of different types of monetary standards (Metallic, Paper and Gold) • Outline the functioning of paper currency standard, its merits and demerits • Classify the methods and principles of Issue of Paper Money • Apply the practical 	<p>PSO1</p> <p>PSO1</p> <p>PSO1</p> <p>PSO1</p>	<p>PO1</p> <p>PO1 ,PO4</p> <p>PO1 , PO2</p> <p>PO1</p>

			knowledge of inflation, deflation and disinflation in the current economic scenarios	PSO9	PO6
		BCH 115: Fundamental of Marketing	<p>Student will be able to:</p> <ul style="list-style-type: none"> Describe the concept, importance and scope of marketing, its application especially in the areas of consumer marketing, value relevance, emotional connectivity and positivity. Categorize the factors governing various market segmentation and consumer behaviour. Analyse the various stages in product planning and product life cycle Discuss the concept of marketing mix, price and pricing techniques. Compare the various techniques of promotion and channels of distribution 	<p>PSO1</p> <p>PSO5</p> <p>PSO4</p> <p>PSO1</p> <p>PSO1, PSO4</p>	<p>PO1</p> <p>PO6</p> <p>PO2</p> <p>PO1</p> <p>PO4</p>
		BCH 121 Business Organisation	<p>Student will be able to:</p> <ul style="list-style-type: none"> Describe the concept, scope, types and elements of business, industry and business organization. 	PSO1	PO1

			<ul style="list-style-type: none"> Evaluate the factors governing optimum plant size and plant layout Outline the economies and diseconomies due to large size of any business Critically evaluate the various short term and long term sources of finance Examine into the various causes of and effects of business combination, the advantages and disadvantages of rationalization 	<p>PSO4</p> <p>PSO1</p> <p>PSO1, PSO4</p> <p>PSO1</p>	<p>PO2</p> <p>PO1</p> <p>PO4</p> <p>PO4, PO6</p>
		BCH: 122 Financial Accounting II	<p>Student will be able to:</p> <ul style="list-style-type: none"> Describe the basic concept of and prepare Bills of Exchange , Bank Reconciliation Statement Compare the various kinds of shares and debentures and their accounting treatment Determine the profit and loss prior to and post incorporation Make use of the accounting entries for preparing the final books of accounts of a 	<p>PSO1</p> <p>PSO1</p> <p>PSO1</p> <p>PSO9</p>	<p>PO1</p> <p>PO1</p> <p>PO6</p> <p>PO1, PO6</p>

			company.		
		BCH 123 Banking and Financial Institutions	<p>Students will be able to:</p> <ul style="list-style-type: none"> • Interpret the functions, significance and working of commercial banks • Explain the working of Regional Rural Banks and National Bank for Agricultural and Rural Developments • Examine the concept, functions and various credit control measures adopted by RBI. • Translate the concept, functioning and working of various financial institutions viz. IDBI, IFCL, SIDBI and SFCs • Classify the functions and role played by the international finance institutions viz. IMF, IBRD, IDA and IFC • Summarize the functions and working of EXIM bank, CARDBs, LIC, UTI and foreign exchange banks. 	<p>PSO1</p> <p>PSO1</p> <p>PSO1</p> <p>PSO1</p> <p>PSO1</p>	<p>PO1</p> <p>PO1</p> <p>PO1 , PO2</p> <p>PO1</p> <p>PO1</p> <p>PO1</p>
		BCH 124 Business Entrepreneur - -ship	<p>Students will be able to:</p> <ul style="list-style-type: none"> • Define the concept, functions and types of entrepreneurs • Distinguish between an 	<p>PSO1</p> <p>PSO1</p>	<p>PO1</p> <p>PO3 , PO6</p>

			<p>entrepreneur and manager and entrepreneur and intrapreneur</p> <ul style="list-style-type: none"> • Translate the ethics and social responsibilities of an entrepreneur • Identify the sources of new business ideas and idea generation techniques • Apply the knowledge of business plan in the real business world for developing a sound business plan • Compare the various short- term and long-term sources of finance • Evaluate the pros and cons of various growth options such as merger, alliance, expansion and acquisition 	<p>PSO7</p> <p>PSO5</p> <p>PSO6</p> <p>PSO4</p> <p>PSO1</p>	<p>PO7 , PO3</p> <p>PO4</p> <p>PO6</p> <p>PO2</p> <p>PO2</p>
		BCH 125 Fundamental s of Human Resource Management	<p>Students will be able to:</p> <ul style="list-style-type: none"> • Explain the conceptual framework of human resource management and personnel policies covered under this. • Relate with the recruitment and selection procedure followed in the corporate scenario • Interpret the different types of training and their 	<p>PSO1</p> <p>PSO1</p> <p>PSO1</p>	<p>PO1</p> <p>PO1 , PO6</p> <p>PO1 , PO3</p>

			<p>significance for the employees.</p> <ul style="list-style-type: none"> Extend the various techniques of performance appraisal and methods of calculating remuneration Compare and contrast the various theories of motivation and leadership Illustrate the process and types of communication Examine the various methods of measuring the morale and taking various disciplinary action to be taken for indiscipline 	<p>PSO1</p> <p>PSO1</p> <p>PSO1</p> <p>PSO5</p>	<p>PO1</p> <p>PO2</p> <p>PO5</p> <p>PO7</p>
		BCH 126 Information Technology & Business Communication	<p>Students will be able to:</p> <ul style="list-style-type: none"> Define the features and components of Information Technology Act, 2000 Make use of the practical knowledge imparted on internet, email, spreadsheet and accounting software in their day-to-day life Apply the various models, process and methods of communication in their normal course of life Assess the various types and network of corporate communication Utilize the principles 	<p>PSO1</p> <p>PSO6</p> <p>PSO6</p> <p>PSO1</p> <p>PSO6</p>	<p>PO1</p> <p>PO8</p> <p>PO6</p> <p>PO1 , PO5</p> <p>PO6 , PO7</p>

			of effective communication so as to communicate effectively in the formal and informal groups		
		BCH 211 Business Regulatory Framework I	<p>Students will be able to:</p> <ul style="list-style-type: none"> Summarize the important provisions of Indian Contract Act, 1872 Name the various terminologies such as free consent, consideration, capacity of parties and consideration. Evaluate if the contract is void, contingent or quasi and their importance in the eyes of law Construct the differences between the Contract of Indemnity and Guarantee, and Contracts of Bailment and Pledge 	<p>PSO1</p> <p>PSO1</p> <p>PSO9</p> <p>PSO1</p>	<p>PO1</p> <p>PO1</p> <p>PO1 , PO2</p> <p>PO1</p>
		BCH 212 Business Economics- I	<p>Student will be able to:</p> <ul style="list-style-type: none"> Explain the nature and significance of business economics Relate the relationship of business economics with other subjects Apply the various economic laws in the practical scenario 	<p>PSO1</p> <p>PSO1</p> <p>PSO1 , PSO6</p>	<p>PO1</p> <p>PO1</p> <p>PO6</p>

			<ul style="list-style-type: none"> Assess the functioning of Law of Demand and Elasticity of demand Translate the concept, objectives and steps involved in demand forecasting Distinguish between various techniques of demand forecasting for old and new products Examine the various theories of cost and cost-output relationship in short run and long run Analyze the contributing factors to economies and diseconomies of scale. 	PSO1 PSO1 PSO4 , PSO5 PSO1 PSO4	PO1 PO1 PO2 PO1 , PO4 PO1
		BCH 213 Specialised Accounts- I	Student will be able to: <ul style="list-style-type: none"> Discuss the different types of royalty and their accounting Differentiate between different accounting treatment under hire purchase and installment Solve the various accounting entries of branch accounting and departmental accounting Tell the importance and various models of human resource accounting 	PSO1 PSO1 PSO4 PSO1	PO1 PO8 PO8 PO1
		BCH 214 Cost Accounting	Student will be able to: <ul style="list-style-type: none"> Clarify the concept of cost, 	PSO1	PO1

			<p>cost accounting, and how it is different from financial accounting.</p> <ul style="list-style-type: none"> • Develop practical knowledge about the accounting treatments in the case of pricing the issue of materials, labor cost accounting and accounting for overheads. • Explain the accounting treatment for unit costing, process costing and contract costing. 	<p>PSO1, PSO4</p> <p>PSO1 , PSO4</p>	<p>PO1 , PO6</p> <p>PO1, PO6</p>
		BCH 215: Fundamentals of Business Finance	<p>Student will be able to:</p> <ul style="list-style-type: none"> • Distinguish between two broad objectives of finance viz. profit maximization and wealth maximization • List the concept, importance and limitations of financial planning • Describe the process of financial planning • Assess the benefits and features of various long-term sources of finance • Analyze the causes and remedies of Over capitalization and under capitalization • Summarize the various theories of cost and 	<p>PSO1</p> <p>PSO1</p> <p>PSO1</p> <p>PSO4</p> <p>PSO4</p> <p>PSO1</p>	<p>PO1</p> <p>PO1</p> <p>PO1</p> <p>PO4</p> <p>PO4</p> <p>PO1</p>

			<p>earnings</p> <ul style="list-style-type: none"> Develop an understanding on working capital, its components and sources of working capital 	PSO1	PO1
		BCH 216: Basic Statistics	<p>Student will be able to:</p> <ul style="list-style-type: none"> Make use of various presentation tools such as histogram, frequency polygon, curve and ogive to present their data effectively. Apply various central tendency measures in data analysis Evaluate the consistency in data by using various measures of dispersion Build the relationship between any two or more variables by using correlation Establish the cause-and-effect relationship between two or more variable by making use of regression analysis 	<p>PSO2</p> <p>PSO5</p> <p>PSO2</p> <p>PSO2</p> <p>PSO4</p>	<p>PO2</p> <p>PO1</p> <p>PO1 , PO4</p> <p>PO1</p> <p>PO4 , PO2</p>
		BCH 221: Business Regulatory Framework-II	<p>Students will be able to:</p> <ul style="list-style-type: none"> Summarize the important provisions of various acts such as Sale of Goods Act, 1930 and Negotiable Instruments Act, 1881 	PSO1	PO1

			<ul style="list-style-type: none"> • Illustrate the various types of partnership and their legal provisions covered under Partnership Act, 1932 • List the various legal rules governing negotiation, discharge of parties, dishonor of negotiable instruments and crossing of cheques • Make use of their legal rights if required and as covered under Consumer Protection Act, 1986 	<p>PSO1</p> <p>PSO1</p> <p>PSO9</p>	<p>PO1</p> <p>PO1</p> <p>PO6</p>
		BCH 222: Business Economics- II	<p>Student will be able to:</p> <ul style="list-style-type: none"> • Relate the past, present and future theories and models its uses and application in various fields. • Explain the types of markets, characteristics of market, price determination under various market sizes. • Illustrate a theoretical understanding of theories of distribution, theories of rent, theories of wage determination and theories of interest. • Interpret the concept and nature of profit, normal and 	<p>PSO1</p> <p>PSO1</p> <p>PSO1</p> <p>PSO1</p>	<p>PO1</p> <p>PO1</p> <p>PO4</p> <p>PO1 , PO4</p>

			abnormal profit, accounting and economic profit and theories of profit.		
		BCH 223: Specialised Accounts- II	<p>Student will be able to:</p> <ul style="list-style-type: none"> Solve practical problems on Bank account Ascertain the profits of life Insurance and general insurance business through practical problem solving Develop the theoretical as well as practical knowledge of the problems on Insolvency account and double account Outline the fundamental principles of Government accounting and duties and powers of Comptroller and Auditor General of India 	<p>PSO1 , PSO4</p> <p>PSO1</p> <p>PSO1 , PSO4</p> <p>PSO1</p>	<p>PO1</p> <p>PO1</p> <p>PO1 , PO4</p> <p>PO1</p>
		BCH 224: Business Mathematics	<p>Student will be able to:</p> <ul style="list-style-type: none"> Discuss the concept of arithmetic progression and geometric progression Classify the data type and its distribution under binomial, poisson and normal distribution Solve miscellaneous problems on permutation and combination and differentiation and 	<p>PSO1</p> <p>PSO1 , PSO2</p> <p>PSO2</p>	<p>PO1</p> <p>PO1 . PO4</p> <p>PO1</p>

			<p>integration</p> <ul style="list-style-type: none"> Determine the Sequence and combination of any real-life data by using permutation and combination 	PSO6	PO1 , PO6
		BCH 225: Public Finance	<p>Student will be able to:</p> <ul style="list-style-type: none"> Explain the working of publicfinance Outline the working of Government of India for raising funds from the public and various other sources. Clarify the concept of fiscal budget. Interpret the working of the fiscal system in India. Explain the concept of the public debt. 	<p>PSO1</p> <p>PSO1</p> <p>PSO1</p> <p>PSO1</p> <p>PSO1</p>	<p>PO1</p> <p>PO1</p> <p>PO1</p> <p>PO1</p> <p>PO1</p>
		BCH 226: Business Statistics	<p>Student will be able to:</p> <ul style="list-style-type: none"> Measure the changes in variable or group of related variables through index numbers Estimate the changes in any variable through long term trend analysis in time series data Predict the seasonal variation in certain variables through trend analysis Interpret the statistical quality control techniques to measure the quality 	<p>PSO1</p> <p>PSO3 , PSO1</p> <p>PSO4 , PSO6</p> <p>PSO1</p>	<p>PO1 , PO4</p> <p>PO4 , PO1</p> <p>PO1 , PO6</p> <p>PO1</p>

			<ul style="list-style-type: none"> Construct Index numbers, and understand its uses, merits and demerits Infer the estimation and testing of Index Numbers 	PSO1	PO1
				PSO1	PO1
		BCH 311 Advanced Company Accounts	<p>Student will be able to:</p> <ul style="list-style-type: none"> Explain the concept of amalgamation, its types and accounting treatment Categorise variation in share capital and illustrate the concept of reconstruction of companies, its types and accounting treatment. Solve the case of holding companies and subsidiary companies. Practically indulge them in the preparation of accounts of the companies in the case of their winding up. Classify the accounting entries in the case of issue of bonus shares, ESOPs, buy back of shares and EPS calculation. 	<p>PSO1</p> <p>PSO1 , PSO4</p> <p>PSO1</p> <p>PSO1 , PSO6</p> <p>PSO1 PSO4</p>	<p>PO1</p> <p>PO1</p> <p>PO1</p> <p>PO1</p> <p>PO1</p>
		BCH 312 Income Tax Laws & Accounts	<p>Student will be able to:</p> <ul style="list-style-type: none"> Elaborate the theoretical framework governing various direct and indirect taxes charged by the central and state 	PSO1	PO1

			<p>government.</p> <ul style="list-style-type: none"> • Calculation the various direct taxes charged by government 	PSO1 , PSO6	PO1
		BCH 313 Company Law	<p>Student will be able to:</p> <ul style="list-style-type: none"> • State the body of law governing the rights, relations and conduct of persons, company, organizations and businesses • List the development of laws relating to companies in India. • Distinguish between different types of companies and the laws applicable to them. • Discuss the memorandum of association and the doctrines related to company law. • Outline the legal aspects of membership of the company. • State the legal aspects of the winding up of the company. 	<p>PSO1</p> <p>PSO1</p> <p>PSO1</p> <p>PSO1</p> <p>PSO1</p> <p>PSO1</p>	<p>PO1</p> <p>PO1</p> <p>PO1</p> <p>PO1</p> <p>PO1</p> <p>PO1</p>
		BCH 314 Banking Law and Practice	<p>Student will be able to:</p> <ul style="list-style-type: none"> • Classify the legal facets of the banking system and the banking companies in India. 	PSO1	PO1

			<ul style="list-style-type: none"> • Make use of various instruments used by the banking companies. • Name the various banking acts. 	PSO6 PSO1	PO6 PO1
		BCH 315 Auditing	Student will be able to: <ul style="list-style-type: none"> • Discuss the assessment and ascertainment of financial, operational and strategic goals. • Explain basics of company audit, and its types. • Prepare different types of vouchers. • Verify the principles applied during verification and the precautions to be taken while preparing books of accounts. • State the qualifications, disqualifications, duties, right and liabilities of a company auditor. • Explain the basics of preparing the audit report and audit certificate. 	PSO1 PSO1 PSO6 PSO1 , PSO6 PSO3 PSO1	PO1 PO1 PO1 , PO6 PO1 , PO5 PO1 PO1
		BCH 316 Business Ethics and Governance	Student will be able to: <ul style="list-style-type: none"> • Infer the importance of Corporate Governance and its practices in India. • Outline the concept of 	PSO1 PSO7	PO1 PO1

			<p>ethics and governance, Justice, rights, liberties, society, morality and socio-cultural values</p> <ul style="list-style-type: none"> • Develop the sense of ethical behaviour in the light of the prevalent frauds in the business world in the country and beyond its borders • Relate the ethical mind with the actions 	<p>PSO7</p> <p>PSO7 , PSO6</p>	<p>PO7</p> <p>PO6 , PO7</p>
		BCH 321 Financial Analysis	<p>Student will be able to:</p> <ul style="list-style-type: none"> • Evaluate economic trends, financial policies, long term plans and identify the various short term and long-term sources of investment. • Analyse the liquidity, solvency, turnover and profitability ratios. • Explain the concept of and preparation of the funds flow statement and cash flow statement. • Construct projected income statement for financial forecasting. • Discuss the valuation of goodwill, shares and valuation of business entity. 	<p>PSO1</p> <p>PSO4 , PSO5</p> <p>PSO1</p> <p>PSO4 , PSO6</p> <p>PSO1</p>	<p>PO1 , PO2</p> <p>PO5 , PO6</p> <p>PO1</p> <p>PO6</p> <p>PO1</p>

		BCH 322 Goods and Services Tax Act and Custom Act	<p>Student will be able to:</p> <ul style="list-style-type: none"> • Illustrate the concept of GST • Outline the procedures of registration and cancellation • List the various procedures for filling of returns. • Interpret the levy and exemption under GST. • Explain the concept of Customs Act and Customs Duty 	<p>PSO1</p> <p>PSO3</p> <p>PSO5</p> <p>PSO9</p> <p>PSO9</p>	<p>PO1</p> <p>PO1</p> <p>PO1 , PO6</p> <p>PO1 , PO6</p> <p>PO1</p>
		BCH 323 Secretarial Practices	<p>Student will be able to:</p> <ul style="list-style-type: none"> • Describe the meaning, legal positions, appointment the functions, appointment, and removal of a company secretary. • Gain insight into the features and usage of different types of share capital, • Discuss the procedure and details of various types of company meetings. 	<p>PSO1</p> <p>PSO1</p> <p>PSO1</p>	<p>PO3</p> <p>PO1</p> <p>PO1</p>
		BCH 324 Principles of Insurance	<p>Student will be able to:</p> <ul style="list-style-type: none"> • Describe the process of pooling of risk together by the policy holders. • Assess the working of 	<p>PSO1</p> <p>PSO1</p>	<p>PO1</p> <p>PO1</p>

			<p>existing insurance companies in India.</p> <ul style="list-style-type: none"> Examine the practical as well as theoretical aspects of different types of insurance. Analyse the problems and challenges faced by the insurance companies in India in the current socio-economic paradigm. 	<p>PSO1</p> <p>PSO1</p>	<p>PO1 , PO6</p> <p>PO2</p>
			Elective Group :Finance		
		BCHF 326 Financial Markets in India	<p>Student will be able to:</p> <ul style="list-style-type: none"> Explain the process of transacting in stock exchanges, knowledge of demat accounts and sources of finance for companies to hire, invest and grow. Develop an insight of financial markets in India. Analyze the difference between money market, new issue market and secondary market and their functioning. Explain the regulatory framework of the three markets and SEBI guidelines to controls them. 	<p>PSO1</p> <p>PSO1</p> <p>PSO1</p> <p>PSO1</p>	<p>PO1 , PO6</p> <p>PO1</p> <p>PO1 , PO2</p> <p>PO1</p>
		BCHF 327 Financial Services	<p>Student will be able to:</p> <ul style="list-style-type: none"> Interpret the various 	<p>PSO1</p>	<p>PO1</p>

			<p>types of fee-based services.</p> <ul style="list-style-type: none"> State the functions of different types of mutual funds, mechanism of factoring, and modes of venture financing. 	PSO1	PO1 , PO6
			Elective Group : Marketing		
		BCHM 326 Sales Management & Advertising	<p>Student will be able to:</p> <ul style="list-style-type: none"> Examine the various aspects of sales, sales management and organization of sales. Determine the issues relating to sales force management Determine the ideal compensation, motivation and evaluation plans for a salesman Compare in detail which media to choose for advertisement of the products of the company. Tell the issues involved in preparing an advertising budget. Describe the role of advertising agency 	<p>PSO1</p> <p>PSO1 , PSO3</p> <p>PSO4 , PSO6</p> <p>PSO2 , PSO4</p> <p>PSO1</p> <p>PSO1</p>	<p>PO1</p> <p>PO2 , PO5</p> <p>PO6</p> <p>PO2 , PO5</p> <p>PO1 , PO8</p> <p>PO1</p>
		BCHM 327 International Marketing	<p>Student will be able to:</p> <ul style="list-style-type: none"> Determine the concept of international marketing and domestic marketing, 	PSO1	PO1

			<ul style="list-style-type: none"> Examine the decision making aspects related to international products, their standardization, adaptation, and pricing. Evaluate the pros and cons of various direct and indirect channels of distribution in the international advertisement media. 	PSO1 , PSO4 PSO5 , PSO3	PO1 PO1 , PO2
			Elective Group :International Relations and Labour Laws		
		BCHI 326 Industrial Relations and Labour Laws	Students will be able to: <ul style="list-style-type: none"> Describe in detail the knowledge of industrial relations and labor laws List the legal aspects of industrial relations through detailed description of the Industrial Disputes Act, 1948. Evaluate the collective bargaining procedures 	PSO1 PSO1 PSO1	PO1 PO1 PO1 , PO8
		BCHI 327 Labour Welfare and Social Security	Students will be able to: <ul style="list-style-type: none"> Describe the concept, role and importance of labour welfare. Interpret the rules, regulations and laws provided by the government to safeguard the interest of the labour force of the country 	PSO1 PSO1 , PSO3	PO1 PO1

			<ul style="list-style-type: none"> Classify various issues relating to Labour welfare agencies in India. 	PSO1	PO1
			Elective Group :Banking and Insurance		
		BCHB 326 Indian Banking System	Student will be able to: <ul style="list-style-type: none"> Examine the various aspects of Indian banking system. Explain the traditional and modern Indian bankingsystem 	PSO1 PSO1	PO1 PO1 , PO6
		BCHB 327 Laws and Practices of Insurance	Student will be able to: <ul style="list-style-type: none"> Explain an overview of insurance legislation in India Infer the provisions of the IRDA Act of 1999 and IRDA regulations of 2000, 2002 and 2005. Examine the underwriting, claim settlement and product development issues in life and non-life insurance in India 	PSO1 PSO1 PSO1	PO1 PO1 PO1