



# ST. JOSEPH'S DEGREE & PG COLLEGE

(Autonomous), Affiliated to Osmania University  
Re-accredited by NAAC (3rd Cycle) with B++ grade  
King Koti Road, Hyderabad

## COURSE NAME: RESEARCH METHODOLOGY

### Course Objectives:

By the end of the course, students will possess the knowledge and skills necessary to conduct ethical and rigorous research, including problem identification, research design, data collection, sampling techniques, report writing, and adherence to research ethics principles.

### Course Outcomes:

	Course Outcomes	Cognitive Level
CO1	Apply Knowledge acquired, to identify the research problem, framing of hypothesis.	Apply-3
CO2	Identify the various sampling techniques and the importance of research ethics	Understand-2

## COURSE NAME: STARTUP MANAGEMENT

### Course Objectives:

To understand new venture creation opportunities, its resources, and requirements for Enterprise Start-up.

	Course Outcomes	Cognitive Level
CO 1	To develop a start-up Enterprise with idea Generation.	Apply-3
CO 2	To analyze start-up capital requirement by analyzing legal factors.	Analyse-4

## COURSE NAME: TAX LAWS & PRACTICE - I

### Course Objective:

- To impart basic knowledge of the basic principle underlying the substantive provisions of income tax.
- To equip students with application of principles and provisions of income tax in computation of income of an Individual under different heads

**Course Outcomes:**

	<b>Course Outcomes</b>	<b>Cognitive Level</b>
CO 1	Explain the basic concept of income, total income, GTI, HUF.	Apply – 3
CO2	List out exempted incomes and determine the residential status of individuals.	Apply – 3
CO3	Examine the provisions to compute taxable income from salary and determine the tax liability.	Understand - 2
CO4	Discuss the provisions relating to Computation of income from house property and determine the tax liability of let-out and self-occupied houses.	Describe - 2
CO5	Understanding the concept of depreciation, block of assets, list out the deductions expressly allowed and disallowed Expenses and Disallowed incomes to determine profits and gain from business or profession.	Apply – 3

**COURSE NAME: ADVANCED CORPORATE ACCOUNTING I****Course Objectives:**

- To provide knowledge on Liquidation of Companies
- To give students an understanding of the various methods of preparation of financial statements of **Electricity Companies**
- To have knowledge on lease Accounting.
- To study Methods of Accounting for Price Level Changes

**Course Outcome:**

	<b>COURSE OUTCOMES</b>	<b>COGNITIVE LEVEL</b>
CO 1	Students appraise about the application of accounting knowledge in preparation of various statements on liquidation of companies	Analyze – 4
CO 2	Increase the knowledge about accounting for <b>Electricity Companies</b>	Analyze – 4
CO 3	Acquaint with the concepts and issues in lease accounting.	Analyze – 4
CO 4	Acquaint with the concept of <b>accounting for price level changes</b>	Analyze – 4
CO 5	Study the various Concepts of Human Resource Accounting and <b>Social Responsibility Accounting</b>	Understand - 2

## **COURSE NAME: STRATEGIC MANAGEMENT**

### **Course Objective:**

To make students understand the significance of Strategic Management in enhancing organizational efficiency.

### **Course Outcomes:**

	<b>Course outcome</b>	<b>Cognitive Level</b>
CO1	Understand the concepts of Strategic Management	Understand-2
CO2	Analyse Environment - Internal and External	Analyse-4
CO3	Understand the Strategic Alliances and Corporate Strategy	Understand-2
CO4	Understand the requirements of implementing of the Strategy	Understand-2
CO5	Explain the importance of Strategy Evaluation	Understand-2

## **COURSE NAME: PRINCIPLES OF MARKETING**

### **Course Objective:**

- To enable the student to develop the necessary insights about the concepts of marketing which will be the basis for future advanced study.
- To impart knowledge on the various aspects of marketing in order to have a competitive edge for the students.

### **Course Outcomes:**

	<b>Course Outcomes</b>	<b>Cognitive Level</b>
CO 1	To apply marketing concepts and philosophies to realistic marketing situations.	Apply – 3
CO2	To analyse the factors influencing the Micro and Macro marketing environment and appraise the various marketing strategies.	Analyze - 4
CO 3	To analyse the various concepts based on segmenting, targeting and positioning.	Analyze - 4
CO 4	To analyse the buying behaviour of individuals and organisation.	Analyze - 4
CO 5	To apply principles of marketing ethics and to gain insights on rural and service marketing..	Apply – 3

## **COURSE NAME: INVESTMENT MANAGEMENT AND SECURITY ANALYSIS**

**Course Objective:** To familiarize the students with the principles and practice of Investment Management and have knowledge on share and bond valuation.

**Course Outcomes:**

	<b>Course Outcomes</b>	<b>Cognitive Level</b>
CO1	Students can Identify characteristics, importance, objectives, and principles of sound investment.	Understand -2
CO2	Students will understand various methods of share valuation and its application	Apply – 3
CO3	Students will understand various methods of share valuation and its application	Apply – 3
CO4	students will be able to understand the concepts of return, risk and calculate return and risk using different methods.	Apply – 3
CO5	Students can understand and read the financial statements using fundamental analysis and technical analysis.	understand-2

**COURSE NAME: SUPPLY CHAIN MANAGEMENT****Course Objective:**

To acquaint students with Supply Chain Management Concepts.

**Course Outcome:**

	<b>Course outcome</b>	<b>Cognitive Level</b>
CO1	understanding of supply chain management and the role of logistics.	Understand-2
CO2	Students will know the basic drivers of performance of SCM in effective manner	Understand-2
CO3	Understands role of global sourcing in making supply chain cost effective	Understand-2
CO4	Gain a knowledge of distribution and inventory strategy of business.	Understand-2
CO5	Identify Service Needs	Remember 1

**COURSE NAME : HUMAN RESOURCE MANAGEMENT****Course Objective:**

To acquaint students with Human Resource Managerial Skills.

**Course Outcome:**

	<b>Course outcome</b>	<b>Cognitive Level</b>
CO1	Explain the objectives, functions, careers in HRM and challenges in HRM	Understand-2
CO2	Describe the Human Resource Planning , factors influencing and other concepts	Understand-2
CO3	Apply different sources of recruitment and selection	Apply-3
CO4	Understand HRD, Appraisal methods, training	Understand-2

	methods and career planning.	
CO5	Explain the recent trends in HRM and ethical issues HRM	Understand-2

**COURSE NAME: PRINCIPLES OF BUSINESS ENVIRONMENT**

**Course Objectives:**

- To provide knowledge of the environment in which businesses operate, the economic operational and financial framework
- To give students an understanding of the various constituents of the local and global business environments.
- To have a critical study of liberalization, privatization and globalization.
- To study the procedural aspects of various forms of Business Organizations in India
- To understand the factors influencing the international business environment.

**Course Outcome:**

	<b>Course Outcomes</b>	<b>Cognitive Level</b>
CO1	To Identify and evaluate the complexities of the business environment and their impact on the business.	Understand -2
CO2	To Analyze the relationships between Government and business and understand the political, economic, legal and social policies of the country.	Analyze – 4
CO3	To Analyze current economic conditions in developing emerging markets, and evaluate present and future opportunities.	Analyze – 4
CO4	To understand the concepts of the international environment.	Understand -2
CO5	To Gain knowledge about the operation of different institutions in an international business environment.	Understand -2

**COURSE NAME: EVENT MANAGEMENT**

**Course Objectives:**

The objective of this course is to acquire an in-depth knowledge about the specialized field of event management & to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events.

**Course Outcomes:**

	<b>Course Outcomes</b>	<b>Cognitive Level</b>
CO1	Gain knowledge and experience on how to organize an event	Understand-2
CO2	Gain skills required by an event manager.	Understand-2

CO3	Plan or organize events independently	Understand-2
CO4	Analyze on the critical factors for marketing an event and creating a brand image	Analyse-4
CO5	Understand the importance of finance and budgeting for an event.	Understand-2

### **COURSE NAME: TOOLS & TECHNIQUES FOR DATA ANALYSIS**

**Course Objectives:** To enable students to develop a comprehensive understanding of statistical analysis and data interpretation techniques, empowering them to effectively analyze datasets, interpret results, and draw meaningful conclusions using appropriate statistical tools and methodologies.

**Course Outcomes:** By the end of the course, student will be able to

CO	Course Outcomes	Cognitive Level
CO 1:	Apply Knowledge in utilising the various research tools	Apply 3
CO 2:	examine the results with the help of the tools and interpret the results.	Analyse 4

### **COURSE NAME: CORPORATE ÉTIQUETTES**

**Course Objectives:**

The course in corporate etiquette introduces concepts related to corporate etiquette and its applications in the contemporary context.

**Course Outcomes:**

	Course Outcomes	Cognitive Level
CO1	Acquire knowledge of basic concepts related to corporate etiquette and corporate grooming.	Understand 2
CO2	Acquire knowledge of concepts in the context of effective writing and business correspondence	Understand 2

### **COURSE NAME: TAX LAWS & PRACTICE - II**

**Course Objective:**

- To equip students with application of principles and provisions of income tax in computation of income of an Individual under different heads of Incomes.
- To acquire the knowledge of other provisions relating to clubbing, aggregation of income and assessment procedure..

**Course Outcomes:**

	Course Outcomes	Cognitive Level
CO 1	Computation of Capital Gains.	Apply – 3
CO2	Compute income from other sources	Apply – 3
CO 3	List out the provisions of Income Tax Act for set off and carry	Understand -2

	forward of losses, deductions u/s and demonstrate their usage.	
CO 4	Explain the provisions relating to assessment of individuals and HUF and compute GTI with tax liability.	Describe - 2
CO 5	Discuss the concept of GST, legislation of GST and compute GST	Apply - 3

### **COURSE NAME ADVANCED CORPORATE ACCOUNTING II**

**Course Objectives:**

1. To provide knowledge on **Accounting for Life Insurance Companies**
2. To give students an understanding of the various methods of preparation of financial statements of **General Insurance Companies**
3. To have knowledge on Indian Accounting standards.
4. To study **Accounting for Sustainability**

**Course Outcome:**

	<b>COURSE OUTCOMES</b>	<b>COGNITIVE LEVEL</b>
CO 1	Students appraise about the application of accounting knowledge in preparation of financial statements <b>Life Insurance Companies</b>	Analyze – 4
CO 2	Students appraise about the application of accounting knowledge in preparation of financial statements <b>General Insurance Companies</b>	Analyze – 4
CO 3	Students appraise about application of the Accounting Standards.	Analyze – 4
CO 4	Students appraise about application of the Accounting Standards.	Analyze – 4
CO 5	Study the Importance of <b>Accounting for Sustainability</b>	Understand -2

### **COURSE NAME: LEADERSHIP AND CHANGE MANAGEMENT**

**Course Objective:**

This course offers an understanding into Leadership Activities and it's influence on the Management of change in the organisations.

**Course Outcomes:**

	<b>Course outcome</b>	<b>Cognitive Level</b>
CO1	Explain concepts of Leadership	Understand-2
CO2	Describe the theories and styles of leadership	Understand-2
CO3	Discuss the types of Inventory Managemet	Understand-2
CO4	Apply the change required in organisation	Apply-3
CO5	Explain the types of organisational culture	Understand-2

### **COURSE NAME: MARKETING MANAGEMENT**

**Course Objectives**

- To familiarise the students with marketing functions and components of the marketing process.
- To provide an in-depth knowledge of marketing mix, marketing channels and recent trends in marketing.

**Course Outcomes:**

	<b>Course Outcomes</b>	<b>Cognitive Level</b>
CO 1	To understand the core marketing concepts and various functions of marketing.	Understand-2
CO2	To analyse the concepts of Product Mix, PLC and Product policies.	Analyze – 4
CO 3	To apply the concepts of pricing methods and pricing strategies in real time business.	Apply – 3
CO 4	To critically analyse the various tools of Promotion.	Analyze – 4
CO 5	To analyse the various marketing channels and the recent trends in marketing.	Analyze – 4

**COURSE NAME: PORTFOLIO MANAGEMENT****Course Objective:**

To develop necessary skills needed to design and revise portfolio of securities

**Course Outcomes:**

	<b>Course Outcomes</b>	<b>Cognitive Level</b>
CO1	Students acquire basic knowledge on risk associated with portfolios.	apply 3
CO2	Students will Apply various portfolio theories and models.	Apply – 3
CO3	Students will understand and Exhibit skills on application of portfolio theories for portfolio selection.	Apply – 3
CO4	students will acquire working knowledge on portfolio evaluation and revision.	Apply – 3
CO5	Students can understand various portfolio revision strategies	understand-2

**COURSE NAME: LOGISTICS MANAGEMENT****Course Objective:**

To make students understand the role of Logistics Management in enhancing organizational efficiency and delivering customer value.

**Course Outcomes:**

	<b>Course outcome</b>	<b>Cognitive Level</b>
CO1	Understand the basics of Logistics	Understand - 2



	Management	
CO2	Describe procurement components	Understand - 2
CO3	Explain Inventory Management policies	Understand - 2
CO4	Explain Transportation formats and factors	Understand - 2
CO5	Discuss Warehousing types	Understand - 2

### **COURSE NAME: INDUSTRIAL RELATIONS**

**Course Objective:**

To make students understand the various concepts of Industrial relations between Employer and Employee.

**Course Outcomes:**

	Course outcome	Cognitive Level
CO1	Explain the objectives of Industrial Relations and list the factors affecting IR. Justify the role of Trade Unions and employers association and examine the impact of Globalisation on Trade Union.	Understand 2
CO2	Describe the concepts of Industrial conflicts, Strikes and Lockouts with reference to concerned Legislation	Understand 2
CO3	Examine the causes of Grievance, need for discipline and punitive measures for Indiscipline	Analyse 4
CO4	Explain Collective bargaining, Workers Participation in Management and the process involved	Understand 2
CO5	Understand the gender sensitisation at work place and code of conduct, Policy on Sexual Harassment .	Understand 2

### **COURSE NAME: INTERNATIONAL BUSINESS ENVIRONMENT**

**Course Objective:**

To provide an understanding of the concepts and practices in the area of International Business .

**Course Outcomes :**

	Course Outcomes	Cognitive Level
CO 1	Explain the significance, factors affecting International business and theories of IBE	Understand- 2

CO 2	Differentiate Balance of Trade and Balance of Payments, list the components of balance of payments and identify the causes of disequilibrium in balance of payments	Analyze- 4
CO 3	Appraise the role of regional trading blocks	Evaluate- 5
CO 4	Describe the functions and the role of WTO and IMF	Understand- 2
CO 5	Evaluate the pros and cons of global market entry strategies	Evaluate-5

### **COURSE NAME: RISK MANAGEMENT**

**Course Objective :**

This course enables the students to understand the Risk associated with Financial Institutions and helps to manage risk effectively.

**Course Outcomes:**

	<b>Course outcome</b>	<b>Cognitive Level</b>
CO1	Explain the concepts of Risk Management	Understand-2
CO2	Understand measuring and management of Financial Risk	Understand-2
CO3	Analyse on forward and futures	Understand-4
CO4	Discuss on Swaps and Options	Understand-2
CO5	Explain the concepts of Financial Engineering	Understand-2