

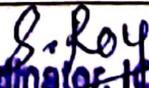
**DR. AMBEDKAR MEMORIAL INSTITUTE OF INFORMATION  
TECHNOLOGY & MANAGEMENT SCIENCE**

**COURSE OUTCOMES**  
**BCA**

**BCA 1ST SEM**

PAPERCODE	PAPER NAME	COURSE OUTCOME
Ability Enhancement Course-1	AEC-1 (Environmental Science)	CO1: understanding on the solutions related to the environmental problems. CO2: Understanding of issues related to environment and their impact on the human life. CO3: Develop the knowledge on various natural resources, their causes and their effects. CO4: understanding of different component of environment and their function and sustainable development. CO5: Relate population and environment and the role of IT in environment and human health.
Core Course-1	Digital Logic	CO1: Use number systems and complements. CO2: Identify the importance of canonical forms in the minimization or other optimization of Boolean formulas in general and digital circuits. CO3: Minimize functions using any type of minimizing algorithms (Boolean algebra, Karnaugh map or Tabulation method). CO4: Analyze the design procedures of Combinational and Sequential circuits. CO5: Design the finite state machine using algorithmic state machine charts and perform simple projects with a few flip-flops.
Core Course-1 Practical	Digital Logic LAB	CO1: Describe the truth tables of different Combinational & Sequential circuits. CO2: Construct Boolean functions using logic gates. CO3: Analyse different Combinational & Sequential circuits. CO4: Design different Combinational & Sequential circuits. CO5: Design the finite state machine using algorithmic state machine charts and perform simple projects with a few flip-flops.



  
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Core Course-2	Programming using C	<p>CO 1: Illustrate the flowchart and designing an algorithm for a given problem to develop c programs using operators.</p> <p>CO2: Develop conditional and iterative statements to write c programs.</p> <p>CO3: Exercise user defined functions to solve real time problems.</p> <p>CO4: Repeat the sequence of instructions and points for a memory location.</p> <p>CO5: Exercise user defined data types including structures and unions to solve problems.</p> <p>CO6: Exercise files concept to show input and output of files in c.</p>
Core Course-2 Practical	Programming using C LAB	<p>CO1: Read, understand and trace the execution of programs written in C language.</p> <p>CO2: Manage I/O operations in your C program.</p> <p>CO3: Apply code reusability with functions and pointers.</p> <p>CO4: Understand the basics of file handling mechanisms</p> <p>CO5: Explain the uses of pre-processors and various memory models</p>
Generic Elective/ Inter-disciplinary Course -1	GE/IC-1 (Principles of Management)	<p>CO1: Have a conceptual knowledge about the planning and decision making.</p> <p>CO2: Apply the concept of organizing for the effective functioning of a management</p> <p>CO3: Evaluate leadership style to anticipate the consequences of each leadership style</p> <p>CO4: Demonstrate the techniques for controlling and coordination</p> <p>CO5: Identify and apply appropriate management techniques for managing business</p>
Generic Elective/ Inter disciplinary Course -1 Tutorial/Practical	GE/IC -1 Tutorial/ LAB (Principles of Management Tutorial)	<p>CO1: Specify how the managerial tasks of planning, organizing, and controlling can be executed in a variety of circumstances.</p> <p>CO2: Determine the most effective action to take in specific situations.</p> <p>CO3: Evaluate approaches to addressing issues of diversity.</p> <p>CO4: Assess global situation, including opportunities and threats that will impact management of an organization.</p> <p>CO5: Integrate management principles into management practices.</p>

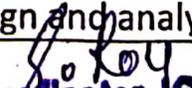


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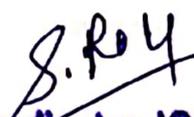
## BCA 2<sup>ND</sup> SEM

PAPERCODE	PAPER NAME	COURSE OUTCOME
Ability Enhancement Course-2	AEC-2 English	<p>CO1: The course offers extensive insight into the history of English literature, while laying special emphasis on various literary movements, genres and writers that are held to be the representatives of their times.</p> <p>CO2: It helps the students to evaluate the way socio-cultural and historical phenomena influence the literary production of a particular period.</p> <p>CO3: Articulate a thesis and present evidence to support it.</p> <p>CO4: The students are also offered an in-depth understanding on the growth of the English language under the influence of various other languages including Latin and French, besides being mentored in the structural nitty-gritties of the language.</p> <p>CO5: This course aims at addressing the importance of communication skills through an interactive mode of teaching-learning process and by focusing on various dimensions of communication skills.</p>
Core Course-3	Programming using C++	<p>CO1: Able to develop programs with reusability.</p> <p>CO2: Develop programs for file handling.</p> <p>CO3: Handle exceptions in programming.</p> <p>CO4: Develop applications for a range of problems using object-oriented programming techniques.</p> <p>CO5: They are always written in a student-centered, measurable fashion that is concise, meaningful, and achievable.</p>
Core Course-3 Practical	Programming using C++ LAB	<p>CO1: Describe OOPs concepts</p> <p>CO2: Use functions and pointers in your C++ program</p> <p>CO3: Understand tokens, expressions, and control structures</p> <p>CO4: Explain arrays and strings and create programs using them</p> <p>Describe and use constructors and destructors.</p>
Core Course-4	Data Structures	<p>CO1: Learn the basic types for data structure, implementation and application.</p> <p>CO2: Know the strength and weakness of different data structures.</p> <p>CO3: Use the appropriate data structure in context of solution of given problem.</p> <p>CO4: Develop programming skills which require solving given problem.</p> <p>CO5: Understanding of basic algorithmic complexity</p>
Core Course-4 Practical	Data Structures LAB	<p>CO1: Be able to design and analyze the time and</p>



  
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		<p>space efficiency of the data structure · CO2:Be capable to identity the appropriate data structure for given problem ·</p> <p>CO3: Have practical knowledge on the applications of data structures.</p>
Generic Elective/ Inter-disciplinary Course -2	GE/IC-2 (Statistics)	<p>CO1: Students will formulate complete, concise, and correct mathematical proofs.</p> <p>CO2: Students will frame problems using multiple mathematical and statistical representations of relevant structures and relationships and solve using standard techniques.</p> <p>CO3: Students will create quantitative models to solve real world problems in appropriate contexts.</p> <p>CO4: Students will effectively use professional level technology tools to support the study of mathematics and statistics.</p> <p>CO5: Students will clearly communicate quantitative ideas both orally and in writing to a range of audiences.</p>
Generic Elective/ Interdisciplinary Course-2 Tutorial/Practical	GE/IC -2 Tutorial/ LAB (Statistics LAB)	<p>CO1: Knowledge of Statistics, its scope and importance in various fields.</p> <p>CO2: Ability to understand concepts of sample vs. population and difference between different types of data.</p> <p>CO3: Ability to describe data with measures of central tendency and measures of dispersion.</p> <p>CO4: Ability to understand the concept of probability along with basic laws and axioms of probability.</p> <p>CO5: Ability to identify the appropriate method (i.e. union, intersection, conditional, etc.) for solving a problem.</p>

  
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## BCA 3rd SEM

PAPERCODE	PAPER NAME	COURSE OUTCOME
Core Course-5	Computer Organization	<p>CO1: Understand the basics of instructions sets and their impact on processor design</p> <p>CO2: Evaluate cost performance and design trade-offs in designing and constructing a computer processor including memory.</p> <p>CO3: Design a pipeline for consistent execution of instructions with minimum hazards</p> <p>CO4: Manipulate representations of numbers stored in digital computers</p> <p>CO5: Demonstrate an understanding of the design of the functional units of a digital computer system.</p>
Core Course-5 Practical	Computer Organization LAB	<p>CO1: Design of adders, ALU and Memory management unit and Illustrate problems related to cache memory.</p> <p>CO2: Develop control unit and Explain the concept of various I/O operations</p> <p>CO3: Design of adders, ALU and Memory management unit and Illustrate problems related to cache memory.</p> <p>CO4: Recall and Summarize the basic concept of computer fundamentals, Number system, Boolean algebra, Karnaugh map and Perform problems on IEEE 754 standard number system.</p> <p>CO5: Implement sequential circuits and verify the results through simulation by VHDL.</p>
Core Course-6	Operating Systems	<p>CO1: know basic components of an operating system.</p> <p>CO2: learn basic concurrent programming in C and assembly code.</p> <p>CO3: explain how a simple file system organizes data in the hard disk.</p> <p>CO4: understand how the file system in Linux-based operating systems is structured.</p> <p>CO5: discuss various scheduling and swapping policies.</p>
Core Course-6 Practical	Operating Systems LAB	<p>CO1: comprehend how an operating system virtualizes CPU and memory.</p> <p>CO2: The laboratory exercises will include familiarization with UNIX system calls for process management and inter-pro</p> <p>CO3: Experiments on process scheduling and other operating system tasks through simulation/implementation.</p> <p>CO4: the students would require to apply the operating system concepts by experimenting on either xv6/minix operating systems.</p> <p>CO5: Introduction to operating systems concepts,</p>



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		process management, memory management, file systems, virtualization, and distributed operating systems.
Core Course-7	Discrete Mathematical Structures	CO1: Identify functions and determine their properties. CO2: Define graphs, digraphs and trees, and identify their main properties. Evaluate combinations and permutations on sets. CO3: Evaluate combinations and permutations on sets. CO4: Analyze logical propositions via truth tables. CO5: Prove mathematical theorems using mathematical induction.
Core Course-7 Practical	Discrete Mathematical Structures LAB	CO1: Analyze logical propositions via truth tables. CO2: Prove mathematical theorems using mathematical induction. CO3: Understand sets and perform operations and algebra on sets. CO4: Determine properties of relations, identify equivalence and partial order relations, sketch relations. CO5: Identify functions and determine their properties.
Skill Enhancement Course-1	SEC-1 (Android Programming)	CO1: Understand both the basic and advanced concepts of Kotlin. CO2: Understand why use Kotlin over Java. CO3: Install and configure Android Studio. CO4: Explain and use key Android programming concepts. CO5: Deploy the application on Google Play.
Generic Elective/ Inter-disciplinary Course -3	GE/IC-3 (Business Accounting)	CO1: To make students to understand the practices of stock issuing company CO2: To guide the students to prepare final accounts as per the Company Law requirements CO3: To develop the knowledge of the students in the preparation of accounts during mergers, liquidation etc. CO4: Journalize the ability to rectify the errors in bank reconciliation statement. CO5: Acquire the basic concept of accounting terms.
Generic Elective/ Interdisciplinary Course -3 Tutorial/Practical	GE/IC -3 Tutorial/ LAB (Business Accounting Tutorial)	CO1: Journalize the ability to rectify the errors in bank reconciliation statement. CO2: Exposed to various methods of depreciation and insurance accounting. CO3: Acquire the basic concept of accounting terms. CO4: Determine the basics concepts of financial accounting. CO5: Contrast to various business reports and meeting

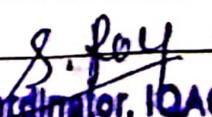


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## BCA 4TH SEM

PAPERCODE	PAPER NAME	COURSE OUTCOME
Core Course-8	JAVA Programming	<p>CO1: Understand fundamentals of programming such as variables, conditional and iterative execution, methods, etc</p> <p>CO2: Understand fundamentals of object-oriented programming in Java, including defining classes, invoking methods, using class libraries, etc.</p> <p>CO3: Upon completion of the course, the student will be able to use the Java language for writing well-organized, complex computer programs with both command- line and graphical user interfaces.</p> <p>CO4: Able to identify classes, objects, members of a class and relationships among them needed for a specific engineering problems.</p> <p>CO5: Able to demonstrate the concepts of polymorphism and inheritance.</p>
Core Course-8 Practical	JAVA Programming LAB	<p>CO1: Able to write programs for solving real world problems using java collection frame work</p> <p>CO2: Able to write programs using abstract classes. Able to write multithreaded programs.</p> <p>CO3: Able to write GUI programs using swing controls in Java.</p> <p>CO4: It's possible to develop FaaS (function as a service) and server less apps with Java's robust functionality. It is extensively used in the Android mobile operating system.</p>
Core Course-09	Computer Networks	<p>CO1 Describe the functions of Network Layer i.e. Logical addressing, subnetting &amp; Routing Mechanism.</p> <p>CO2: Explain the different Transport Layer function i.e. Port addressing, Connection Management, Error control and Flow control mechanism.</p> <p>CO3 Explain the functions offered by session and presentation layer and their Implementation.</p> <p>CO4: Explain the different protocols used at application layer i.e. HTTP, SNMP, SMTP, FTP, TELNET and VPN.</p> <p>CO5: Explain basic concepts, OSI reference model, services and role of each layer of OSI model and TCP/IP, networks devices and transmission media, Analog and digital data transmission</p>
Core Course-9 Practical	Computer Networks LAB	<p>CO1: Identify and use various networking components Understand different transmission media and design cables for establishing a network</p>



  
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		<p>CO2: Implement any topology using network devices</p> <p>CO3: Analyze performance of various communication protocols.</p> <p>CO4: Compare routing algorithms</p> <p>CO4: Understand the TCP/IP configuration for Windows and Linux</p> <p>CO5: Implement device sharing on network.</p>
Core Course-10	Database Systems	<p>CO1: DBMS are indispensable tool for managing information, and a course on the principles and practice of database systems is an integral part of computer science curriculum.</p> <p>CO2: A diagrammatic understanding of data repository with fundamental understanding of an application to manage the database is essential. An understanding of relational algebra and calculus is also given for effective usage of a DBMS.</p> <p>CO3: Understand the basic concepts and the applications of database systems.</p> <p>CO4: Demonstrate the basic elements of a relational database management system.</p> <p>CO5: Identify the data models for relevant problems.</p>
Core Course-10 Practical	Database Systems LAB	<p>CO1: The course is designed to develop skills to design and analyze simple linear and non linear data structures.</p> <p>CO2: It strengthen the ability to the students to identify and apply the suitable data structure for the given real world problem.</p> <p>CO3: It enables them to gain knowledge in practical applications of data structures.</p> <p>CO4: Ability to work with textual information, characters and strings. Ability to work with arrays of complex objects.</p> <p>CO5: Ability to work with textual information, characters and strings.</p>
Skill Enhancement Course-2	SEC-2 (Python Programming)	<p>CO1: Build basic programs using fundamental programming constructs like variables, conditional logic, looping, and functions</p> <p>CO2: Work with user input to create fun and interactive programs</p> <p>CO3: Create simple games with images, animations, and audio using our custom beginner-friendly programming library, Wizardlib</p> <p>CO4: It gives you an in-depth knowledge in data analytics, machine learning, data visualization, web scraping, and natural language processing.</p> <p>CO5: You will master the essential concepts of data types, tuples, lists, dicts, basic operators, and functions.</p>



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Generic Elective/ Inter-disciplinary Course -4	GE/IC-4 (Business Economics)	<p>CO1: Students will be able to understand and identify the economic variables in general business atmosphere.</p> <p>CO2: Learners will comprehend the relationship between various policies of business.</p> <p>CO3: How to estimate demand and furcating of demand in the markets</p> <p>CO4: Managerial uses of Production Function, Short Run and Long Run Production Analysis.</p> <p>CO5: Understand the concepts of producer equilibrium and least cost combination used by producers.</p>
Generic Elective/ Inter-disciplinary Course -4 Tutorial/Practical	GE/IC-4 Tutorial/ LAB (Business Economics Tutorial)	<p>CO1. Develop ideas of the basic characteristics of Indian economy, its potential on natural resources.</p> <p>CO2. Understand the importance, causes and impact of population growth and its distribution, translate and relate them with economic development.</p> <p>CO3. Grasp the importance of planning undertaken by the government of India, have knowledge on the various objectives, failures and achievements as the foundation of the ongoing planning and economic reforms taken by the government.</p>

**BCA 5TH SEM**

PAPERCODE	PAPER NAME	COURSE OUTCOME
Core Course-11	Web Technology	<p>CO1: Understand the major areas and challenges of web programming.</p> <p>CO2: Distinguish web-related technologies.</p> <p>CO3: Use in HTML5, CSS3, JavaScript.</p> <p>CO4: Design and implement of typical static web pages and interactive web.</p> <p>CO5: Analyze a web page and identify its elements and attributes.</p>
Core Course-11 Practical	Web Technology LAB	<p>CO1: Create web pages using XHTML and Cascading Style Sheets. Build dynamic web pages using JavaScript (Client side programming). Create XML documents and Schemas.</p> <p>CO2: To learn to write, test, and debug web pages using HTML and JavaScript.</p> <p>CO3: Develop solution to complex problems using appropriate method, technologies, framework, web services and content management.</p>
Core Course-12	Software Engineering	CO1:An ability to identify, formulate, and solve



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		<p>complex engineering problems by applying principles of engineering, science, and mathematics</p> <p>CO2: An ability to apply engineering design to produce solutions that meet specified needs with consideration of public health, safety, and welfare, as well as global, cultural, social, environmental, and economic factors</p> <p>CO3: An ability to communicate effectively with a range of audiences</p> <p>CO4: The ability to analyze, design, verifies, validate, implement, apply, and maintain software style.</p> <p>CO5: an ability to acquire and apply new knowledge as needed, using appropriate learning strategies.</p>
Core Course-12 Practical	Software Engineering LAB	<p>CO1: Discuss and Analyses how to develop software requirements specifications for a given problem.</p> <p>CO2: Explain and build DFD models.</p> <p>CO3: Understand and develop various structure and behavior UML diagrams.</p> <p>CO4: Understand and Describe basic concept of UML, design, implementation of test cases and OOP concepts using java</p> <p>CO5: Explain the knowledge of project management tool Demonstrate how to manage file using Project Libre project management tool.</p>
Discipline Specific Elective-1	DSE-1 (Unix Programming)	<p>CO1: Understand the basic concepts of UNIX Architecture, File system and basic commands.</p> <p>CO2: Able to understand the use of abstraction.</p> <p>CO3: Able to understand the use of Packages and Interface in java.</p> <p>CO4: Student will be able to understand the theoretical aspects of shell programming on UNIX OS.</p> <p>CO5: Monitor system performance and network activities.</p>
Discipline Specific Elective-1 Practical	DSE-1 LAB/ Tutorial (Unix Programming LAB)	<p>CO1: You will be able to run C / C++ programs on UNIX.</p> <p>CO2: You will be able to do shell programming on UNIX OS.</p> <p>CO3: You will be able to understand and handle UNIX system call,</p> <p>CO4: You will be able to run various UNIX commands on a standard UNIX/LINUX Operating system (We will be using Ubuntu flavor of the Linux operating system).</p>
Discipline Specific Elective-2	DSE-2 (Data Mining)	<p>CO1: Understand what Is Data Mining, what kinds of data can be mined, what kinds of patterns can</p>



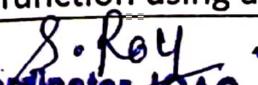
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		<p>be mined, and what kinds of applications are targeted.</p> <p>CO2: Explain major Issues in data mining.</p> <p>CO3: Apply machine learning, pattern recognition, statistics, visualization, algorithm, database technology and high-performance computing in data mining applications.</p> <p>CO4: Identify what kinds of technologies are used for different application.</p> <p>CO5: Manipulate data preprocessing, data Warehouse and OLAP technology, data cube technology; mining frequent patterns and association, classification, clustering, and outlier detection.</p>
Discipline Specific Elective-2 Practical	DSE-2 LAB/ Tutorial (Data Mining LAB)	<p>CO1: The data mining process and important issues around data cleaning, pre-processing and integration.</p> <p>CO2: The principle algorithms and techniques used in data mining, such as clustering, association mining, classification and prediction.</p>

### BCA 6TH SEM

PAPERCODE	PAPER NAME	COURSE OUTCOME
Core Course-13	Computer Graphics	<p>CO1: Understand the basics of computer graphics, different graphics systems and applications of computer graphics.</p> <p>CO2: Discuss various algorithms for scan conversion and filling of basic objects and their comparative analysis.</p> <p>CO3: Use of geometric transformations on graphics objects and their application in composite form.</p> <p>CO4: Extract scene with different clipping methods and its transformation to graphics display device.</p>
Core Course-13 Practical	Computer Graphics LAB	<p>Co1: Able to implement Circle Drawing Algorithm using Mid Point Algorithm.</p> <p>Co2: Able to implement 2D and 3D transformation</p> <p>Co3: Able to implement color modelling, shading and animation.</p>
Core Course-14	Numerical Techniques	<p>CO1: Acquire basic knowledge in solving interpolation with equal interval problems by various numerical methods. Estimate the missing terms through interpolation methods.</p> <p>CO2: Develop skills in analyzing the methods of interpolating a given data, properties of interpolation with unequal intervals and derive conclusions, approximate a function using an</p>



  
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		<p>appropriate numerical method.</p> <p>CO3: Implement numerical methods for a variety of multidisciplinary applications and a variety of numerical algorithms using appropriate technology.</p> <p>CO4: Use relevant numerical techniques for interpolation with equal and unequal intervals by using various central difference formulae and code a numerical method in a modern computer language.</p>
Core Course-14 Practical	Numerical Techniques LAB	<p>CO1: Demonstrate understanding of common numerical methods and how they are used to obtain approximate solutions to otherwise intractable mathematical problems.</p> <p>CO2: Apply numerical methods to obtain approximate solutions to mathematical problems.</p> <p>CO3: Analyse and evaluate the accuracy of common numerical methods.</p> <p>CO4: Implement numerical methods in Matlab.</p>
Discipline Specific Elective-3	DSE-3 (Data Science)	<p>CO1: Apply principles of Data Science to the analysis of business problems.</p> <p>CO2: Use data mining software to solve real-world problems.</p> <p>CO3: To understand the underlying principles of data science, exploring data analysis.</p> <p>CO4: Students will execute statistical analyses with professional statistical software.</p> <p>CO5: Data scientist helps make data-driven business decision that reduces the risks of failure.</p>
Discipline Specific Elective-3 Practical	DSE-3 LAB/ Tutorial (Data Science LAB)	<p>CO1: Students will develop relevant programming abilities.</p> <p>CO2: Students will become proficient in the statistical analysis of data and the use of computation tools for data analysis.</p> <p>CO3: The course is designed to develop skills to design and analyze simple linear and non linear data structures.</p>
Discipline Specific Elective-4	DSE-4 (Project Work / E-Commerce)	<p>CO1: Students should be able to design and construct a hardware and software system, component, or process to meet desired needs</p> <p>CO2: Students are provided to work on multidisciplinary Problems.</p> <p>CO3: Students should be able to work as professionals, with portfolio ranging from data management, network configuration, designing hardware, database and software design to management and administration of entire systems.</p> <p>CO4: Longitudinal view of the student experience from 1st year to final year including key decision-making episodes.</p>



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# DR. AMBEDKAR MEMORIAL INSTITUTE OF IT AND MGMT. SCIENCE, ROURKELA

## COURSE OUTCOMES & COURSE OBJECTIVE BBA

### BBA 1ST SEMESTER COURSE OUTCOMES & COURSE OBJECTIVE

SUBJECT CODE	SUBJECT NAME	COURSE OBJECTIVE	COURSE OUTCOME
101	ENVIRONMENTAL SCIENCE	<p>1. To promote the ability to understand the basic concepts of Environment.</p> <p>2. To apply Environment analysis in the formulation of business policies</p>	<p>1. Students develop critical-thinking skills, analyze real-world problems, and understand the power of narrative to create sustainable solutions for local and global communities.</p> <p>2. To promote basic understanding on the concepts of Business Environment and to enable them to realize the impact of environment on Business.</p>
102	FUNDAMENTALS OF MANAGEMENT & ORGANIZATIONAL BEHAVIOUR	<p>1. To understand individual and group behavior at work place so as to improve the effectiveness of an organization.</p> <p>2. Discuss the various concepts of planning, Decision making and controlling to help solving managerial problems</p>	<p>1. The students will be able to justify how organizational change and conflict affect working relationships within organizations.</p> <p>2. demonstrate how to apply relevant theories to solve problems of change and conflict within organizations.</p>
103	STATISTICS FOR BUSINESS DECISIONS	<p>1. To familiarize the students with various Statistical Data Analysis tools that can be used for effective decision making..</p> <p>2. Understand the concept of Probability and its usage in various business applications.</p> <p>3. Understanding Decision making environment and applying the Concept of Business Analytics.</p>	<p>1. After the course the students will: Think critically, reason analytically and solve problems creatively.</p> <p>2. Succeed in their careers in business, industry or government, as well as in graduate school. Effectively communicate statistical ideas and arguments</p>
104	ENTREPRENEURSHIP DEVELOPMENT	<p>This course provides students with a solid Introduction to the entrepreneurial process of creating new businesses, role of Creativity and innovation in Entrepreneurial start-ups.</p> <p>2. manage family-owned companies, context of social innovation and social entrepreneurship and issues and practices of financing entrepreneurial businesses.</p>	<p>1. Student will get clarity about the business idea. Market potential for the product or service. Skills in preparing business plan.</p> <p>2. The purpose of this course is to expose the student to the basic concepts of entrepreneurship and Common myths to becoming an entrepreneur.</p>

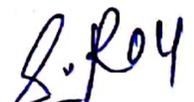


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**BBA 2ND SEMESTER COURSE OUTCOMES & COURSE OBJECTIVE**

SUBJECT CODE	SUBJECT NAME	COURSE OBJECTIVE	COURSE OUTCOME
201	BUSINESS COMMUNICATION	<p>1.To equip students of the BBA course effectively to acquire skills in reading, writing, Comprehension and communication, as also to use electronic media for business communication.</p> <p>2. To develop the ability to research and write a documented paper and/or to give an oral presentation.</p> <p>3. To develop the ability to communicate via electronic mail, Internet, and other technologies for presenting business messages</p>	<p>1. Students develop critical-thinking skills, analyze real-world problems, and understand the power of narrative to create sustainable solutions for local and global communities.</p> <p>2. To promote basic understanding on the concepts of Business Environment and to enable them to realize the impact of environment on Business.</p>
202	MANAGERIAL ECONOMICS	<p>The purpose of this course is to apply micro economic concepts and techniques in evaluating business decisions taken by firms.</p> <p>2. The emphasis is on explaining how tools of standard price theory can be employed to formulate a decision problem.</p> <p>3. evaluate alternative courses of action and finally choose among alternatives. Simple geometry and basic concepts of mathematics will be used in the course of teaching.</p>	<p>1.The students will be able to justify how organizational change and conflict affect working relationships within organizations.</p> <p>2. Demonstrate how to apply relevant theories to solve problems of change and conflict within organizations.</p>
203	BUSINESS ACCOUNTING	<p>To familiarize students with the mechanics of preparation of financial statements, understanding corporate financial statements, their analysis and interpretation.</p> <p>2. This course is intended to introduce the basic theory, concepts and practice of financial accounting and to enable students to understand information contained in the published financial statements of companies and other organizations.</p> <p>3. It includes the preparation of accounting statements, but their uses and limitations will also be emphasized.</p>	<p>1.After the course the students will: Think critically, reason analytically and solve problems creatively.</p> <p>2. Succeed in their careers in business, industry or government, as well as in graduate school. Effectively communicate statistical ideas and arguments</p>
204	ETHICS AND CORPORATE SOCIAL RESPONSIBILITY	<p>The objective of this paper is to make the students more clear about the importance of ethics in business and practices of good corporate</p>	<p>1.Student will get clarity about the business idea. Market potential for the product or service. Skills in</p>



  
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		governance. 2. It also talks about the corporate social responsibility. 3. The course will sensitize the students to enrich their ethical standards. Also, the students will be exposed to ethical problems and issues in various situations	preparing business plan. 2. The purpose of this course is to expose the student to the basic concepts of entrepreneurship and Common myths to becoming an entrepreneur.
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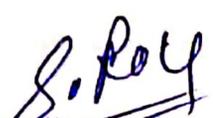
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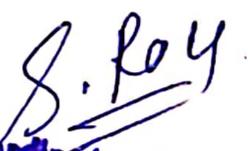
## BBA 3RD SEMESTER COURSE OUTCOMES & COURSE OBJECTIVE

SUBJECT CODE	SUBJECT NAME	COURSE OBJECTIVE	COURSE OUTCOME
301	MACROECONOMICS	<p>1. This course deals with the principles of Macroeconomics. The coverage includes determination of and linkages between major economic variables; level of output and prices, inflation, interest rates and exchange rates.</p> <p>2. The course is designed to study the impact of monetary and fiscal policy on the aggregate behavior of individuals.</p> <p>3. To Understand and analyze the micro environment affecting the business decision making</p>	<p>1. Understand the determination of key macroeconomic variables- outputs, prices and rate of interest, analyze the effect of fiscal and monetary policy.</p> <p>2. It describes the mechanics of money supply and explain the working of an open economy.</p>
302	PRINCIPLES OF MARKETING	<p>To equip the students with understanding of the Marketing Mix elements and sensitize them to certain emerging issues in Marketing.</p> <p>2. To facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints.</p> <p>3. To develop understanding on Consumer and business buying behavior</p>	<p>1. Identify the scope of responsibilities of a product/brand manager. Analyze global business opportunities and its implications on a firm's product and branding strategy.</p> <p>2. Evaluate new product or service ideas. Apply conceptual knowledge and analytical tools to forecast market potential.</p>
303	MANAGEMENT ACCOUNTING	<p>To acquaint students with role of Management Accounting in planning, control and decision making.</p> <p>2. This course is intended to introduce the basic theory, concepts and practice of financial accounting and to enable students to understand information contained in the published financial statements of companies and other organizations</p>	<p>1. Analyze accounting data by application of cost-volume-profit concepts. Evaluate operational budgeting in terms of the process by which it is implemented and its possible benefits to the organization.</p> <p>2. This course is intended to introduce the basic theory, concepts and practice of financial accounting and to enable students to understand information contained in the published financial statements of companies and other organizations</p>



  
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304	INDIA'S DIVERSITY AND BUSINESS	<p>1. The objective of the paper is to understand the bases of India's diversity and its linkages with the people, livelihood, occupational diversity and socio-economic challenges.</p> <p>2. Further, it aims at understanding the diversity and its implications for the business</p>	<p>1. Students should be able to develop an understanding of different types of diversity.</p> <p>2. To understand the inter linkages between diversity and socio-economic challenges.</p> <p>3. To understand impact of diversity on business opportunities and decisions.</p>
305	PERSONALITY DEVELOPMENT & COMMUNICATION SKILLS	<p>The objective of the course is bring about personality development with regard to the different behavioral dimensions that have far reaching significance in the direction of organizational effectiveness.</p> <p>2. To enable the students to understand, analyze, develop and exhibit accurate sense of self.</p>	<p>1. Developing the effective communication skills among student.</p> <p>2. Inculcating the soft skills in theoretical and practical ways.</p> <p>3. Learning about the essential factors for personality development and bringing them into practice.</p>

  
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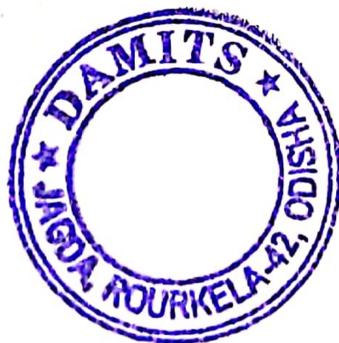
**BBA 4TH SEMESTER COURSE OUTCOMES & COURSE OBJECTIVE**

SUBJECT CODE	SUBJECT NAME	COURSE OBJECTIVE	COURSE OUTCOME
401	BUSINESS RESEARCH	<p>1.To provide an exposure to the students pertaining to the nature and extent of research orientation, which they are expected to possess when they enter the industry as practitioners.</p> <p>2. To give them an understanding of the basic techniques and tools of business marketing research.</p> <p>3. To Understand the practical application of various research techniques.</p> <p>4. To Understand the importance of scaling &amp; measurement techniques and sampling techniques.</p> <p>5. To Understand the importance of coding, editing, tabulation and analysis in doing research</p>	<p>1.Business research helps to identify opportunities and threats.</p> <p>2. It helps identify research problems and using this information, wise decisions can be made to tackle the issue appropriately.</p> <p>3. It helps to understand customers better and hence can be useful to communicate better with the customers or stakeholders. Applying relevant research techniques. 4. Understanding relevant scaling &amp; measurement techniques and should use appropriate sampling techniques.</p> <p>5. Synthesizing different techniques of coding, editing, tabulation and analysis in doing research</p>
402	HUMAN RESOURCE MANAGEMENT	<p>The objective of this course is to help the students to develop an understanding of the concept &amp; techniques of essential functions of human resource management. 2. The course will use and focus on Indian experiences, approaches and cases.</p>	<p>1.The course aims to enhance the understanding of the role of Human Resource Management and explore the recent trends of HRM. Introduce the basic concepts, functions and processes of human resource management.</p> <p>2. Develop an understanding of HRM systems and their implementation through exploring the practice of Staffing, Training and Development, Performance Management and Compensation.</p>
403	FINANCIAL MANAGEMENT	<p>To acquaint students with the techniques of financial management and their applications for business decision making.</p> <p>2. To take decision relating to financing activities and Investing activities.</p>	<p>1.Understand the different basic concept / fundamentals of Corporate Finance</p> <p>2. Understand the practical application of time value of money and evaluating long term investment decisions</p> <p>3. Developing analytical skills to select the best source of capital ,its structure on the basis of cost of capital</p>



  
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404	PRODUCTION AND OPERATIONS MANAGEMENT	<p>To understand the production and operation function and familiarize students with the technique for planning and control.</p> <p>2. To understand the role of Operations in overall Business Strategy of the firm.</p> <p>3. To understand the application of operations management policies and techniques to the service sector as well as manufacturing firms.</p> <p>4. To identify and evaluate the key factors and their interdependence of these factors in the design of effective operating systems.</p>	<p>1. Gaining knowledge about managing production processes. How to run operations effectively. Better understanding of modern production techniques. Better understanding of quality management.</p> <p>2. understand the trends and challenges of Operations Management in the current business environment.</p>
405	IT TOOLS IN BUSINESS	<p>The Course has been designed to provide knowledge on various hardware and software components of computer.</p> <p>2. To use different operating system, various packages used for different applications, data base concepts &amp; operations and various issues related to IT and application of IT</p>	<p>1. Developing the effective computer skills among student.</p> <p>2. Inculcating the soft skills in theoretical and practical ways.</p> <p>3. Learning about the essential technical knowledge about MS-office and its usage in database management.</p>



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## BBA 5TH SEMESTER COURSE OUTCOMES & COURSE OBJECTIVE

SUBJECT CODE	SUBJECT NAME	COURSE OBJECTIVE	COURSE OUTCOME
501	QUANTITATIVE TECHNIQUES FOR MANAGEMENT	<p>1.To acquaint students with the construction of mathematical models for managerial decision situations and to use computer software packages to obtain a solution wherever applicable.</p> <p>2.The emphasis is on understanding the concepts, formulation and interpretation</p>	<p>1. Understand the basic operations research concepts and terminology involved in optimization techniques</p> <p>2. Understand how to interpret and solve business-related problems.</p> <p>3. Apply certain mathematical techniques in getting the best possible solution to a problem involving limited resources.</p>
502	LEGAL ASPECTS OF BUSINESS	<p>1. To gain knowledge of the branches of law which relate to business transactions, certain corporate bodies and related matters.</p> <p>2. To understand the applications of these laws to practical commercial situations</p>	<p>1. To Know rights and duties under various legal Acts.</p> <p>2. To Understand consequences of applicability of various laws on business situations.</p> <p>3. To Develop critical thinking through the use of law cases.</p>
503(A)	CONSUMER BEHAVIOR(MKT)	<p>1.The course of Consumer behaviour equips students with the basic knowledge about the issues and dimensions of consumer behaviour and with the skill and ability to analyse consumer information and develop consumer behaviour oriented marketing strategies.</p>	<p>1. Able to explain the basic concepts and models of consumer behavior. Able to analyze the effects of psychological, socio-cultural and demographic factors on the consumer decision process with their results.</p> <p>2. Able to distinguish the relationship between consumer behavior and marketing practices</p>
503(B)	HRD(HR)	<p>1.The course gives an overview of the need for HRD and HRD practices which can develop and improve an Organization's systems and strategies leading to an optimal HRD climate.</p>	<p>1.Understand the different HRD concept / fundamentals of Corporate Policy</p> <p>2. Understand the practical application of value of HR and evaluating long term investment decisions</p> <p>3. Developing solutions to select the best source of human capital ,its structure on the basis of cost.</p>



  
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504(A)	PSFM(MKT)	<p>1. To familiarize the students with the concepts of sales management and to equip them with the various tools required to be a success in the various techniques essential for sales staff management.</p> <p>2. To help them differentiate the nuances of personal, organizational and personal selling</p>	<p>1. Student will be able to explain the concepts of sales management, personal selling and sales task. 2. They will be able to summarize history of sale stages. 3. They will be able to explain the personal sale strategies and environmental factors that affect the personal sales.</p>
504(B)	MIR(HR)	<p>1.To acquaint students with concepts of industrial relations and various legislations related to labour welfare and industrial relations.</p>	<p>1.Understand the different MIR concept / fundamentals of Industrial Policy 2. Devising labour force policy and welfare regulations.</p>
505	DISSERTATION	<p>1. To gain knowledge &amp; experience of the branches of management .</p> <p>2. To understand the applications of these laws to practical commercial situations</p>	<p>1. To familiarize the students with the research methodologies and real life working environment. 2. To help them understand the application of theoretical knowledge in corporate platform.</p>

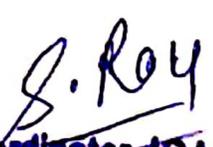


  
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## BBA 6TH SEMESTER COURSE OUTCOMES & COURSE OBJECTIVE

SUBJECT CODE	SUBJECT NAME	COURSE OBJECTIVE	COURSE OUTCOME
601	BUSINESS POLICY AND STRATEGY	<ol style="list-style-type: none"> <li>1. To equip students with the necessary inside into designing strategies for an organization.</li> <li>2. To linking the organisations strategies with the changing environment. The course will focus on Indian cases, approaches and experiences.</li> <li>3. A set of useful analytical skills, tools and techniques for analyzing a company strategically.</li> <li>4. To provide a basic understanding of the nature and dynamics of the strategy formulation and implementation processes.</li> </ol>	<ol style="list-style-type: none"> <li>1. Develop powers of managerial judgment, how to assess business risk, and improve ability to make sound decisions and achieve effective outcomes.</li> <li>2. Evaluate and revise programs and procedures in order to achieve organizational goals.</li> <li>3. Consider the ethical dimensions of the strategic management process</li> </ol>
602	FINANCIAL INSTITUTIONS AND MARKETS	<ol style="list-style-type: none"> <li>1. The objective of this paper is to introduce students to the different aspects and components of financial Institutions and financial markets.</li> <li>2. This will enable them to take the rational decision in financial environment.</li> </ol>	<ol style="list-style-type: none"> <li>1. Financial architecture of an economy and its key players. The fabrication of Indian Financial markets. 2. Different types of Working of Capital market, debt market, money market in India Functioning of different players in the financial market including Regulators like RBI ,SEBI, PFRDA and IRDA</li> </ol>
603(A)	ABVT(MKT.)	<ol style="list-style-type: none"> <li>1.To equip the students with the nature, purpose &amp; complex constructions in the planning and execution of a successful advertising program.</li> <li>2. The course will expose student to issues in brand management, faced by firms operating in competitive markets.</li> </ol>	<ol style="list-style-type: none"> <li>1.Designing and implementing brand strategies, brand extension. Brand hierarchy Kapfrer.</li> <li>2. Designing brand equity, brand personality, brand image, managing brands overtime.</li> </ol>
603(B)	PCM(HR)	<ol style="list-style-type: none"> <li>1. To familiarize students about concepts of performance and compensation management.</li> <li>2. To use them to face the challenges of attracting, retaining and motivating employees to high performance.</li> </ol>	<ol style="list-style-type: none"> <li>1.Recognize how pay decisions help the organization achieve a competitive advantage.</li> <li>2. Analyze, integrate, and apply the knowledge to solve compensation related problems in organizations</li> </ol>



  
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604(A)	IM(MKT)	1.The course is designed to equip students with the knowledge of marketing of all types of international marketing services	1. To understand the concept of value and value drivers, extended framework in service marketing system.
604(B)	CNSM(HR)	1.The objective of this course is to provide insights into handling behavioural issues at work place by developing counselling skills. 2.It is also intended to facilitate an understanding of the structure and dynamics of negotiation.	1.Students should be able to understand complex theory and practice of negotiation in particular and conflict resolution in general. 2. Identify the challenges we all have in dealing with negotiation and conflict resolution. 3.Apply negotiation as a system and the important role of subsidiary factors



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**COURSE OUTCOMES**  
**MCA**

**MCA 1ST SEM**

<b>PAPERCODE</b>	<b>PAPER NAME</b>	<b>COURSE OUTCOME</b>
MCA01001	Discrete Mathematics	CO1: Identify functions and determine their properties. CO2: Define graphs, digraphs and trees, and identify their main properties. Evaluate combinations and permutations on sets. CO3: Evaluate combinations and permutations on sets. CO4: Analyze logical propositions via truth tables. CO5: Prove mathematical theorems using mathematical induction.
MCA01002	Computer System Architecture	CO1: Understand the theory and architecture of central processing unit. CO2: Design a simple CPU with applying the theory concepts. CO3: Learn the concepts of parallel processing, pipelining and interprocessor communication. CO4: Understand the architecture and functionality of central processing unit. CO5: Exemplify in a better way the I/O and memory organization. CO6: Define different number systems, binary addition and subtraction, 2's complement representation and operations with this representation.
MCA01003	C and Data Structure	CO1: CO1: Learn the basic types for data structure, implementation and application. CO2: Know the strength and weakness of different data structures. CO3: Illustrate the flowchart and designing an algorithm for a given problem to develop c programs using operators. CO4: Develop conditional and iterative statements to write c programs. CO5: Exercise user defined functions to solve real time problems.
MCA01004	Operating System	CO1: Operating system is an essential part of a



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		<p>computer system. The field of study changes at a rapid rate the fundamental concepts are presented here to understand the change in principle concepts and design prevalent in virtually every application.</p> <p>CO2: The course provides a clear description of the concepts that underlines the operating systems.</p> <p>CO3: Memory Management, File System Implementation, Storage Structures used in OS and Protection Principles.</p> <p>CO4: Demonstrate the knowledge of the components of computer and their respective roles in computing.</p> <p>CO5: Ability to recognize and resolve user problems with standard operating environments</p>
MCA01005	Database Engineering	<p>CO1: DBMS are indispensable tool for managing information, and a course on the principles and practice of database systems is an integral part of computer science curriculum.</p> <p>CO2: A diagrammatic understanding of data repository with fundamental understanding of an application to manage the database is essential. An understanding of relational algebra and calculus is also given for effective usage of a DBMS.</p> <p>CO3: Understand the basic concepts and the applications of database systems.</p> <p>CO4: Demonstrate the basic elements of a relational database management system.</p> <p>CO5: Identify the data models for relevant problems.</p>
MCA01006	Data Structure Using C Lab	<p>CO1: The course is designed to develop skills to design and analyze simple linear and non linear data structures.</p> <p>CO2: It strengthens the ability of the students to identify and apply the suitable data structure for the given real world problem.</p> <p>CO3: It enables them to gain knowledge in practical applications of data structures.</p> <p>CO4: Ability to work with textual information, characters and strings. Ability to work with arrays of complex objects.</p> <p>CO5: Ability to work with textual information, characters and strings.</p>
MCA01007	Operating System Lab	<p>CO1: comprehend how an operating system virtualizes CPU and memory.</p> <p>CO2: The laboratory exercises will include familiarization with UNIX system calls for process management and inter-pro</p> <p>CO3: Experiments on process scheduling and other</p>



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MCA01008	Database Engineering Lab	operating system tasks through simulation/implementation. CO1: Design entity relationship and convert entity relationship diagrams into RDBMS and formulate SQL queries on the respect data into RDBMS and formulate SQL queries on the data. CO2: Demonstrate their understanding of key notions of query evaluation and optimization techniques. CO3: Extend normalization for the development of application software's.
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### MCA 2ND SEM

PAPERCODE	PAPER NAME	COURSE OUTCOME
MCA02001	Computer Networks	CO1 Describe the functions of Network Layer i.e. Logical addressing, subnetting & Routing Mechanism. CO2: Explain the different Transport Layer function i.e. Port addressing, Connection Management, Error control and Flow control mechanism. CO3 Explain the functions offered by session and presentation layer and their Implementation. CO4: Explain the different protocols used at application layer i.e. HTTP, SNMP, SMTP, FTP, TELNET and VPN. CO5: Explain basic concepts, OSI reference model, services and role of each layer of OSI model and TCP/IP, networks devices and transmission media, Analog and digital data transmission
MCA02002	Analysis and Design of Algorithms	CO1: Analyze worst-case running times of algorithms using asymptotic analysis. CO2: Describe the divide-and-conquer paradigm and explain when an algorithmic design situation calls for it. Recite algorithms that employ this paradigm. Synthesize divide-and-conquer algorithms. Derive and solve recurrences describing the performance of divide-and-conquer algorithms. CO3: Analyze randomized algorithms. Employ indicator random variables and linearity of expectation to perform the analyses. Recite analyses of algorithms that employ this method of analysis. CO4: Explain what competitive analysis is and to which situations it applies. Perform competitive analysis. CO5: Compare between different data structures. Pick an appropriate data structure for a design situation.



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MCA02003	Object Oriented Programming Using Java	<p>CO1: Understand fundamentals of programming such as variables, conditional and iterative execution, methods, etc</p> <p>CO2: Understand fundamentals of object-oriented programming in Java, including defining classes, invoking methods, using class libraries, etc.</p> <p>CO3: Upon completion of the course, the student will be able to use the Java language for writing well-organized, complex computer programs with both command-line and graphical user interfaces.</p> <p>CO4: Able to identify classes, objects, members of a class and relationships among them needed for a specific engineering problems.</p> <p>CO5: Able to demonstrate the concepts of polymorphism and inheritance.</p>
MCA02004	Object Oriented Analysis & Design	<p>CO1: Select the basic elements of modeling such as Things, Relationships and Diagrams depending on the views of UML Architecture and SDLC.</p> <p>CO2: Apply basic and Advanced Structural Modeling Concepts for designing real time applications</p> <p>CO3: Design Class and Object Diagrams that represent Static Aspects of a Software System</p> <p>CO4: Analyze Dynamic Aspects of a Software System using Use Case, Interaction and Activity Diagrams</p> <p>CO5: Apply techniques of State Chart Diagrams and Implementation Diagrams to model behavioral aspects and Runtime environment of Software Systems.</p>
MCA02005	Internet and Web Programming	<p>CO1: Analyze a web page and identify its elements and attributes.</p> <p>CO2: Create web pages using XHTML and Cascading Style Sheets.</p> <p>CO3: Build dynamic web pages using JavaScript (Client side programming).</p> <p>CO4: Create XML documents and Schemas</p> <p>CO5: To learn to write, test, and debug web pages using HTML and JavaScript.</p>
MCA02006	Java and Python Programming Lab	<p>CO1: Build basic programs using fundamental programming constructs like variables, conditional logic, looping, and functions.</p> <p>CO2: Implement Conditionals and Loops for Python Programs.</p> <p>CO3: Use functions and represent Compound data using Lists, Tuples and Dictionaries.</p> <p>CO4: Articulate the Object-Oriented Programming concepts such as encapsulation, inheritance and polymorphism as used in Python.</p> <p>CO5: Read and write data from &amp; to files in Python and develop Application using Pygame.</p>



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MCA02007

	Computer Networks Lab	<p>CO1: Understand the functionalities of various layers of OSI model &amp; operating System functionalities.</p> <p>CO2: Ability to understand the encryption and decryption concepts in Linux environment.</p> <p>CO3: Ability to apply appropriate algorithm for the finding of shortest route.</p> <p>CO4: Ability to configure the routing table.</p>
MCA02008	Algorithm Design Lab	<p>CO1: Create the programs in java to solve problems using algorithm design techniques</p> <p>CO2: Ability to write programs in java to solve problems using greedy and dynamic programming techniques.</p> <p>CO3: Ability to write programs in java to solve problems using backtracking strategy</p> <p>CO4: Ability to write programs in java to solve problems using divide and conquer strategy.</p>

**MCA 3RD SEM**

PAPERCODE	PAPER NAME	COURSE OUTCOME
MCA03001	Software Engineering	<p>CO1: How to apply the software engineering lifecycle by demonstrating competence in communication, planning, analysis, design, construction, and deployment</p> <p>CO2: An ability to work in one or more significant application domains.</p> <p>CO3: How to apply the software engineering lifecycle by demonstrating competence in communication, planning, analysis, design, construction, and deployment</p> <p>CO4: Demonstrate an understanding of and apply current theories, models, and techniques that provide a basis for the software lifecycle</p> <p>CO5: An ability to work in one or more significant application domains.</p>
MCA03002	Compiler Design	<p>CO1: Acquire knowledge of different phases and passes of the compiler and also able to use the compiler tools like LEX, YACC, etc. Students will also be able to design different types of compiler tools to meet the requirements of the realistic constraints of compilers.</p> <p>CO2: Understand the parser and its types i.e. Top-</p>



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Down and Bottom-up parsers and construction of LL, SLR, CLR, and LALR parsing table.  
 CO3: Implement the compiler using syntax-directed translation method and get knowledge about the synthesized and inherited attributes.  
 CO4: Acquire knowledge about run time data structure like symbol table organization and different techniques used in that.  
 CO5: Understand the target machine's run time environment, its instruction set for code generation and techniques used for code optimization.

### MCA 4TH SEM

PAPERCODE	PAPER NAME	COURSE OUTCOME
MCA04002	MAJOR PROJECT	CO1: Identify various technologies and fields for practical training. CO2 : Design and develop the skills to make software/hardware, related to industrial training. CO3: Analyze ethical practices and tools used in different technologies. CO4: Understand the process to make reports and presentation. CO5: Applying engineering knowledge to solve industrial problems.

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 HEAD ACADEMICS



*P. Saha*  
 PRINCIPAL

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**MBA Course Outcomes**

Code No	Year	Course Name	Course Outcomes
	1	Managerial Economics	<ul style="list-style-type: none"> <li>• CO1: Students will be able to comprehend terms and definitions related to Managerial Economics</li> <li>• CO2: Students will show a clear understanding of current economic scenario of our country.</li> <li>• CO3: Students will demonstrate views on theories of demand, supply and production function.</li> <li>• CO4: Students will be able to evaluate the changes in the pricing policy of the market.</li> <li>• CO5: Students will be equipped with more knowledge relating to fixation of price under different forms of Market.</li> </ul>
	1	Marketing Management	<ul style="list-style-type: none"> <li>• CO1: Students will demonstrate strong conceptual knowledge in the functional area of marketing management.</li> <li>• CO2: Students will demonstrate effective understanding of relevant functional areas of marketing management and its application.</li> <li>• CO3: Students will demonstrate analytical skills in identification and resolution of problems pertaining to marketing management.</li> </ul>
	1	Organizational Behavior	<ul style="list-style-type: none"> <li>• CO1: Students will be in a position to develop a clear understanding of various concepts relating to Organizational Behavior.</li> <li>• CO2: Students will be able to comprehend the importance of personality and values in ones behavior.</li> <li>• CO3: Students will develop understanding of various theories related to perception.</li> <li>• CO4: Students will perceive the importance of leadership qualities and role of motivation in one's behavior.</li> <li>• CO5: Students will clearly identify difference in individual and group</li> </ul>



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			behavior.
	1	Management Principles	<ul style="list-style-type: none"> <li>• CO1: Students will be able to clearly identify the major contributions in the field of management.</li> <li>• CO2: Students will develop problem solving capacity using modern day tools and techniques. of management.</li> <li>• CO3: To demonstrate the roles and functions of management.</li> <li>• CO4: To effectively help in managerial decision making</li> </ul>
	1	Business Communication	<ul style="list-style-type: none"> <li>• CO1: Students will be able to comprehend all basics related to business communication</li> <li>• CO2: They will develop all reading and writing skills required in present day business situations</li> <li>• CO3: Students will be in a better position to handle presentations and Group Discussions.</li> <li>• CO4: Student will develop skills required for business report writing.</li> </ul>
	1	Financial Accounting and Analysis	<ul style="list-style-type: none"> <li>• CO1: Students will be able to record basic journal entries.</li> <li>• CO2: Students will be able to memorize how to calculate depreciation by using various methods.</li> <li>• CO3: Students will be able to interpret financial results besides preparing final accounts.</li> <li>• CO4: Students can properly account for shares and debentures and preparation of cash flow statement.</li> </ul>
	1	Business Law	<ul style="list-style-type: none"> <li>• CO1: Students will develop problem solving capability regarding case study problems.</li> <li>• CO2: Students will be have a fundamental understanding of all business problems</li> <li>• CO3: Students will appreciate the relevance of business laws in the current</li> </ul>



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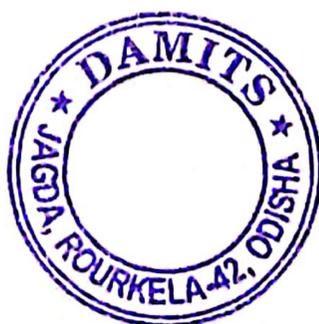


			<ul style="list-style-type: none"> <li>business scenario.</li> <li>CO4: Students will be expert in demonstrating basic problems relating to law.</li> </ul>
	1	Business Environment & Ethics	<ul style="list-style-type: none"> <li>CO1: Students will be able to analyze different issues of environment and find out measures to control them</li> <li>CO2: Students will develop conceptual framework of business environment.</li> <li>CO3: Students will be have a clear understanding of social issues pertaining to business</li> <li>CO4: Students will critically identify the importance of business ethics and its importance in the field of marketing finance and HR.</li> </ul>
	1	Corporate Finance	<ul style="list-style-type: none"> <li>CO1: Students will be able to comprehend all terms related to financial management in corporate.</li> <li>CO2: Students will develop analytical approach towards all financial problems related to its management.</li> <li>CO3: Students will develop practical approach towards management of cash, inventory and working capital.</li> <li>CO4: Students will have a general idea of all theories related to corporate finance and its management.</li> </ul>
	1	Indian Financial Systems and Services	<ul style="list-style-type: none"> <li>CO1: Students can comprehend all terms related to financial management.</li> <li>CO2: Students can explain the role and functions of banking and insurance sector.</li> <li>CO3: Students will be able to differentiate between primary and secondary market.</li> <li>CO4: Students will develop a theoretical base towards all concepts of mutual funds.</li> </ul>
	1	Human Resources Management	<ul style="list-style-type: none"> <li>CO1: Student will understand strategic issues and how to handle manpower</li> </ul>





			<p>planning</p> <ul style="list-style-type: none"> <li>• CO2: Students will develop all necessary skills for application of various HR issues.</li> <li>• CO3: Students will learn to incorporate the knowledge of HR Practices in making the right decision making.</li> <li>• CO4: Students will be able to critically analyze the importance and needs of training and development in present business scenario.</li> </ul>
	1	Business Research	<ul style="list-style-type: none"> <li>• CO1: Students will be in a position to collect primary and secondary data</li> <li>• CO2: Students will be able to form a research design</li> <li>• CO3: Students will develop ability to understand the significance of business research</li> <li>• CO4: Students will be in a position to handle data analysis</li> </ul>
	1	Operations Management	<ul style="list-style-type: none"> <li>• CO1: Identify the elements of operations management and various transformation processes to enhance productivity and competitiveness.</li> <li>• CO2: Analyze and evaluate various facility alternatives and their capacity decisions, develop a balanced line of production &amp; scheduling and sequencing techniques in operation environments.</li> <li>• CO3: Develop aggregate capacity plans and MPS in operation environments.</li> <li>• CO4: Plan and implement suitable materials handling principles and practices in the sphere of Operations &amp; Quality.</li> </ul>
	1	International Business	<ul style="list-style-type: none"> <li>• CO1: Students can explain the concepts in international business with respect to foreign trade/international business</li> <li>• CO2: Students can apply the current business phenomenon and to evaluate the global business environment in terms of economic, social and legal</li> </ul>



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			<p>aspects</p> <ul style="list-style-type: none"> <li>• CO3: Students can analyze the principle of international business and strategies adopted by firms to expand globally</li> <li>• CO4: Students can integrate concept in international business concepts with functioning of global trade</li> <li>• CO5: Be able to indicate problem issues within international business and/or innovation and entrepreneurship, analyze these issues, draw conclusions, and disseminate findings in academia and business.</li> </ul>
	1	Fundamentals of it & ERP	<ul style="list-style-type: none"> <li>• CO1: Students will be able to classify different processes of the organization and relationship among all processes.</li> <li>• CO2: Students will examine systematically the planning mechanisms in an enterprise, and identify all components in an ERP system and the relationships among the components.</li> <li>• CO3: Student will be able to describe the Generic Model of ERP and General ERP Implementation Methodology.</li> <li>• CO4: Student will be able to apply the concepts of BPR, SCM and CRM and demonstrate knowledge of SAP and Oracle App.</li> </ul>
	1	Corporate Strategy	<ul style="list-style-type: none"> <li>• CO1: Students will be able to describe major theories, background work, concepts and research output in the field of strategic management:</li> <li>• CO2: Students will demonstrate a clear understanding of the concepts, tools &amp; techniques used by executives in developing and executing strategies and will appreciate its integrative and interdisciplinary nature.</li> <li>• CO3: Students will be able to demonstrate effective application of concepts, tools &amp; techniques to practical situations for diagnosing and solving organizational problems.</li> <li>• CO4: Students will be able to</li> </ul>





			<p>demonstrate capability of making their own decisions in dynamic business landscape.</p> <ul style="list-style-type: none"> <li>• CO5: Students will be able to develop their capacity to think and execute strategically.</li> </ul>
	1	Entrepreneurship Development	<ul style="list-style-type: none"> <li>• CO1: Students will be able to describe the basic principles and concepts of management.</li> <li>• CO2: Students will be able to distinguish different plans and list steps in planning.</li> <li>• CO3: Students will be able to discuss the concepts of organizing and staffing.</li> <li>• CO4: Students will be able to interpret the concepts of directing and controlling. Demonstrate the</li> <li>• CO5: Students will be able to meaning, functions, types and roles of an entrepreneur and describe various institutional supports.</li> </ul>
	2	Business Law	<ul style="list-style-type: none"> <li>• CO1: TO enhance the student's ability to use the appropriate research methods and tools in the framework of an independent research project</li> <li>• CO2: To provide students with the knowledge of and practice with electronic information sources on law</li> <li>• CO3: To develop the ability to communicate in an effective way the acquired knowledge and the outcome of research projects, both in written and oral form;</li> <li>• CO4: To develop the ability for group work as incorporated into the structure of in-class presentations and case studies.</li> </ul>
	2	Cost Management & Accounting	<ul style="list-style-type: none"> <li>• CO1: To describe the three fundamental purposes of cost and management accounting.</li> <li>• CO2: Students can explain traditional</li> </ul>



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			<p>and contemporary approaches to cost allocation.</p> <ul style="list-style-type: none"> <li>• CO3: Describe different product costing scenarios in job-order and process environments.</li> <li>• CO4: Identify relevant information for decision making purposes in order to produce financial analyses for a range of decisions such as product-mix, pricing, outsourcing and special orders</li> </ul>
	2	Entrepreneurship And Business Law	<ul style="list-style-type: none"> <li>• CO1: To understand the laws related to business and entrepreneurs</li> <li>• CO2: Students will develop case study solving ability regarding all practical issues.</li> <li>• CO3: They will be able to apply critical thinking and problem solving skills</li> <li>• CO4: Demonstrate a high level of literacy to verbally communicate all information critically</li> </ul>
	2	Sales And Distribution	<ul style="list-style-type: none"> <li>• CO1: Recognize and demonstrate the significant responsibilities of sales person as a key individual.</li> <li>• CO2: Describe and formulate strategies to effectively manage company's sales operations.</li> <li>• CO3: Evaluate the role of Sales manager and his/ her responsibilities in recruiting, motivating, managing and leading sales team.</li> <li>• CO4: Illustrate the fundamentals of Distribution channels, Logistics and Supply Chain Management.</li> </ul>
	2	Consumer Behavior	<ul style="list-style-type: none"> <li>• CO1: Identify and explain factors which influence consumer behavior.</li> <li>• CO2: Demonstrate how knowledge of consumer behavior can be applied to marketing.</li> <li>• CO3: Display critical thinking and problem solving skills.</li> <li>• CO4: Gain, evaluate and synthesize information and existing knowledge</li> </ul>





			<p>from a number of sources and experiences.</p> <ul style="list-style-type: none"> <li>• CO5: In a team, work effectively to prepare a professional, logical and coherent report on consumer behavior issues within a specific context.</li> </ul>
	2	Retail Marketing	<ul style="list-style-type: none"> <li>• CO1: Students will have an in depth knowledge of the concepts of retail marketing</li> <li>• CO2: They will be aware of all terms related to retail marketing</li> <li>• CO3: Students will have practical experience on the concept of dealing with retail marketing</li> <li>• CO4: They will be able to comprehend the problem and challenges related to marketing in present business scenario.</li> </ul>
	2	Service Marketing	<ul style="list-style-type: none"> <li>• CO1: Demonstrate an extended understanding of the similarities and differences in service-based and physical product based marketing activities.</li> <li>• CO2: Demonstrate knowledge of the extended marketing mix for services.</li> <li>• CO3: Develop and justify marketing planning and control systems appropriate to service-based activities.</li> <li>• CO4: Specify, analyze and select markets for specific service products.</li> <li>• CO5: Prepare, communicate and justify marketing mixes and information systems for service-based organizations.</li> </ul>
	2	Security Analysis And Portfolio Management	<ul style="list-style-type: none"> <li>• CO1: Students will have good knowledge on the operations of stock exchange.</li> <li>• CO2: To become a good investor in the area of portfolio management.</li> <li>• CO3: To critically analyze the different combinations of Portfolios.</li> <li>• CO4: They can comprehend performance evaluation of various portfolios.</li> </ul>





	2	Financial Derivatives	<ul style="list-style-type: none"> <li>• CO1: To comprehend the basic nature and feature of derivatives in the market</li> <li>• CO2: Students will possess good skills regarding how to deal in future market.</li> <li>• CO3: To understand and develop skills in dealing with the management of risk</li> <li>• CO4 : They will possess knowledge of Black Scholes model and gather basic information of derivative market</li> </ul>
	2	Financial Market And Derivatives	<ul style="list-style-type: none"> <li>• CO1: They will be acquaint with the dynamic nature of financial market and services</li> <li>• CO2: Students will be able to deal in financial securities</li> <li>• CO3: They will be experts in the concepts of money market and capital market</li> <li>• CO4: Students will gain knowledge and be able to compare the different financial services</li> </ul>
	2	Strategic Financial Management	<ul style="list-style-type: none"> <li>• CO1: Students will be able to understand all theories and principles related to financial policy and theories</li> <li>• CO2: They will have full fledged knowledge on the concepts of valuation of stock and dividend.</li> <li>• CO3: They will develop deep understanding on the concepts of mergers and acquisitions.</li> <li>• CO4: They will enhance the application of theoretical knowledge and its practical application for corporate restructuring</li> </ul>
	2	Employment Legislations	<ul style="list-style-type: none"> <li>• CO1: To apply aspects of employment law to real workplace situations.</li> <li>• CO2: Students will consider the ethical, equity, and sustainability implications of current and emerging labor regulation</li> <li>• CO3: To provide the students with knowledge for further tools on employment exchange.</li> </ul>





	2	Industrial Relations	<ul style="list-style-type: none"> <li>• CO1: To understand the nature and scope of labor laws</li> <li>• CO2: They help the students in managing relations at work.</li> <li>• CO3: To know the terms and conditions related to fair market place.</li> <li>• CO4: They will be able to elaborate on industrial dispute settlement.</li> </ul>
	2	Performance Management	<ul style="list-style-type: none"> <li>• CO1: To have an understanding of the basic concepts, functions and processes of human resource management</li> <li>• CO2: To be aware of the role, functions and functioning of human resource department of the organizations.</li> <li>• CO3: To Design and formulate various HRM processes such as Recruitment, Selection, Training, Development, Performance appraisals and Reward Systems, Compensation Plans and Ethical Behavior.</li> <li>• CO4: Develop ways in which human resources management might diagnose a business strategy and then facilitate the internal change necessary to accomplish the strategy</li> <li>• CO5: Evaluate the developing role of human resources in the global arena.</li> </ul>
	2	Summer Internship	<ul style="list-style-type: none"> <li>• CO1: Students will develop practical exposure to field work.</li> <li>• CO2 : To demonstrate their communication skills both oral and written</li> </ul>
	2	Strategic Management	<ul style="list-style-type: none"> <li>• CO1: Analysing a company's strategic situation, with particular emphasis on strategic analyses on the business level, the corporate level, and the network level</li> <li>• CO2: Developing suggestions for change and development of a company's strategy.</li> <li>• CO3: The students will, by means of lectures and a written exam, be</li> </ul>





			encouraged to reflect on and combine key perspectives and frameworks within the field of strategic management.
	2	Project Work On Internship	<ul style="list-style-type: none"> <li>• CO1: The students will develop skills to deal with real life situations problems</li> <li>• CO2: Students will be able to develop communication skills and exposure to practical problems.</li> </ul>
	2	Branding And Advertising	<ul style="list-style-type: none"> <li>• CO1: Students will develop basic understanding on all concepts related to branding and advertising</li> <li>• CO2: Students will gain practical knowledge on dealing on the concepts of advertising</li> <li>• CO3: To develop communication skills both verbal and written</li> <li>• CO4: Students will learn about the challenges in the current business scenario related to branding and advertising</li> </ul>
	2	B2B Marketing	<ul style="list-style-type: none"> <li>• CO1: Students can understand B2B digital marketing strategies and develop how to think strategically.</li> <li>• CO2: Identify business customer insights through B2B digital technologies.</li> <li>• CO3: Learn about Touch point mapping across the B2B buyer journey.</li> <li>• CO4: Learn how to use digital channels for B2B lead generation and nurturing</li> </ul>
	2	Direct Taxation	<ul style="list-style-type: none"> <li>• CO1: Students will be able to identify the technical terms and all terminology related to direct taxation.</li> <li>• CO2: Students should be able to determine the residential status of an assessee and thus should be able to compute the taxable income of assesses with different residential status.</li> <li>• CO3: Students will be able to compute income from salaries, house property, business/profession, capital gains and</li> </ul>





			<p>income from other sources.</p> <ul style="list-style-type: none"> <li>• CO4: Students will be able to compute the taxable income and tax for a partnership firm</li> </ul>
	2	Behavioral Finance	<ul style="list-style-type: none"> <li>• CO1: Understand and apply the main concepts, research tools and methodologies of behavioral finance that help to reveal biases, heuristics, etc.</li> <li>• CO2: To present the main results in the field of behavioral finance focusing on financial market processes including market anomalies.</li> <li>• CO3: Explore behavioral corporate finance, considering financial, investment and dividend policy decisions and contrasting traditional and behavioral approaches.</li> <li>• CO4: Students will develop, prepare and present behavioral finance problems.</li> </ul>
	2	Merger Acquisition And Corporate Restructuring	<ul style="list-style-type: none"> <li>• CO1: Be able to understand the process and economic rationale for M&amp;As.</li> <li>• CO2: Be able to understand typical valuation techniques in M&amp;As.</li> <li>• CO3: Be able to apply the valuation techniques to M&amp;A assessment and decision making</li> <li>• CO4: Students will have acquired analytical skills in analyzing real-world cases in M&amp;As.</li> </ul>
	2	Strategic HRM	<ul style="list-style-type: none"> <li>• CO1: Apply critical thinking skills in analyzing theoretical and applied perspectives of strategic HRM</li> <li>• CO2: Students can analyze problems and develop managerial solutions to employment relations problems at both national and workplace level.</li> <li>• CO3: Demonstrate the application of problem solving and evaluation skills in HRM with the help of case studies.</li> <li>• CO4: Communicate knowledge of SHRM and employment relations in</li> </ul>





			both written and verbal formats reactive to both audience and purpose.
	2	Team Dynamics At Work	<ul style="list-style-type: none"> <li>• CO1: Analyze the features and developmental stages of groups and team process.</li> <li>• CO2: Conceptualize and debate the importance of communicating clearly and effectively in the rapport building stages of a relationship.</li> <li>• CO3: Critically evaluates and discusses the tools needed for effective communication in a variety of group scenarios</li> <li>• CO4: Formulate an effective problem solving approach that assists practitioners toward enhancing communication skills as applied to group, team, and family relationship</li> </ul>
	2	Performance Management System	<ul style="list-style-type: none"> <li>• CO1: Students can describe the appraisal process.</li> <li>• CO2: To develop, evaluate, and administer at least four performance appraisal tools.</li> <li>• CO3: Explain and illustrate the problems to avoid in appraising performance.</li> <li>• CO4: List and discuss the pros and cons of six appraisal methods.</li> </ul>

Head Academic

Principal



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