

**Shobhit
University**

EDUCATION EMPOWERS

Babu Vijendra Marg, Adarsh Institutional
Area Gangoh, Distt. Saharanpur (U.P.)
247341, India
Tel: +91 7830810052
E-mail: registrargangoh@shobhituniversity.ac.in
U: www.sug.ac.in

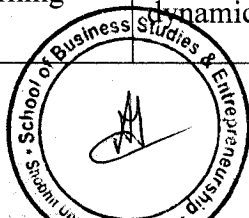
School of Business Studies & Entrepreneurship

Bachelor of Business Administration (BBA)

Program Outcomes, Program Specific Outcomes & Course Outcomes
(POs, PSOs& COs)

Program Outcomes

Program Outcome		Statement
PO 1	Knowledge Application	Demonstrate a comprehensive understanding of core business concepts, theories, and practices across various disciplines, including finance, marketing, management, and operations.
PO 2	Critical Thinking	Apply critical thinking and analytical skills to solve complex business problems and make informed decisions based on quantitative and qualitative data.
PO 3	Communication Skill	Exhibit effective verbal and written communication skills, enabling clear presentation of ideas and persuasive arguments in diverse business contexts.
PO 4	Teamwork and Leadership	Work effectively in teams, demonstrating leadership, interpersonal skills, and the ability to manage group dynamics to achieve common goals.
PO 5	Ethics and Responsibility	Understand and apply ethical principles and social responsibility in business decision-making, recognizing the impact of business actions on society and the environment.
PO 6	Globalization Awareness	Analyze and appreciate the impact of globalization on business practices and strategies, and demonstrate cultural awareness in diverse business environments.
PO 7	Technology Utilization	Utilize modern technology and information systems to enhance business operations including data analysis tools and management software.
PO 8	Entrepreneurial Mindset	Foster an entrepreneurial mindset by identifying opportunities, assessing risks, and developing innovative solutions to create value in the marketplace.
PO 9	Professional Development	Commit to ongoing personal and professional development, recognizing the importance of staying current with industry trends and advancements.
PO 10	Lifelong Learning	Develop and implement effective business strategies that align with organizational goals and respond to market dynamics.





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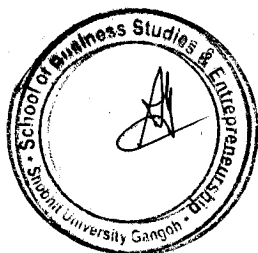
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PO 11	Research and Analytical Ability	Conduct research and apply qualitative and quantitative analysis to make evidence-based business decisions.
PO 12	Financial Acumen	Demonstrate an understanding of financial principles and tools to make informed financial decisions and manage organizational resources effectively.

Program Specific Outcomes (PSOs)

Program Specific Outcome	Statement
PSO 1	Equip students with a foundational understanding of various business functions, including marketing, finance, operations, and human resources.
PSO2	Foster the ability to analyze complex business problems and make data-driven decisions using quantitative and qualitative methods.
PSO 3	Instill a sense of ethical responsibility and integrity in business practices, preparing students to be ethical leaders in their future careers.
PSO 4	Improve both written and verbal communication skills, enabling students to effectively present ideas and collaborate in diverse teams.





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Course Outcomes (COs)

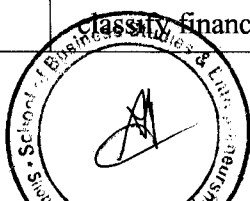
1st Semester

Course: Business Economics

Course Outcomes	Statement
CO 1	CO-1 Understanding Economic Principles: Demonstrate an understanding of core economic concepts and theories, including microeconomics, macroeconomics, and the role of markets in the allocation of resources.
CO 2	CO-2 Application of Economic Analysis: Apply economic analysis to real-world business problems, using tools such as demand-supply analysis, elasticity, cost-benefit analysis, and market structures.
CO 3	CO-3 Decision Making in Business: Use economic principles to make informed business decisions, evaluate the impact of government policies, and assess market conditions that influence business strategies.
CO 4	CO-4 Cost and Pricing Strategies: Analyze the cost structures of businesses and apply economic theories to develop pricing strategies, including understanding of fixed and variable costs, profit maximization, and pricing models.
CO 5	CO-5 Global Economic Environment: Assess the impact of global economic factors on business practices, including international trade, exchange rates, inflation, and economic growth, and how they shape business decisions.

Course: Basic Accounting

Course Outcomes	Statement
CO 1	CO-1 Understanding Accounting Principles: Demonstrate a solid understanding of fundamental accounting principles and concepts, including the accounting equation, double-entry system, and the basic principles of financial reporting.
CO 2	CO-2 Recording Financial Transactions: Accurately record and classify financial transactions using journals and ledgers, ensuring





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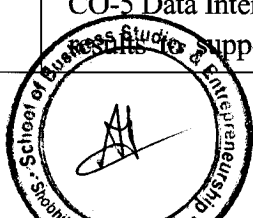
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	compliance with Generally Accepted Accounting Principles (GAAP).
CO 3	CO-3 Preparation of Financial Statements: Prepare basic financial statements, including the income statement, balance sheet, and cash flow statement, based on accurate transaction records.
CO 4	CO-4 Analyzing Financial Data: Analyze financial data to assess the financial health of a business, including understanding profitability, liquidity, and solvency through ratio analysis.
CO 5	CO-5 Understanding Accounting Cycles: Demonstrate knowledge of the accounting cycle, from journalizing transactions to closing entries and preparing trial balances, ensuring proper accounting period reporting.

Course: Business Statistics

Course Outcomes	Statement
CO 1	CO-1 Understanding Statistical Concepts: Demonstrate an understanding of fundamental statistical concepts, including descriptive statistics, probability theory, and statistical distributions.
CO 2	CO-2 Data Collection and Analysis: Collect, organize, and analyze data using appropriate statistical methods, such as sampling techniques, frequency distributions, and measures of central tendency and dispersion.
CO 3	CO-3 Hypothesis Testing: Apply hypothesis testing techniques to make data-driven decisions, including understanding p-values, confidence intervals, and conducting t-tests, chi-square tests, and ANOVA.
CO 4	CO-4 Regression and Correlation Analysis: Analyze relationships between variables using correlation and regression analysis, including simple linear regression and multiple regression models, to forecast business trends.
CO 5	CO-5 Data Interpretation and Decision Making: Interpret statistical results to support business decision-making, presenting findings





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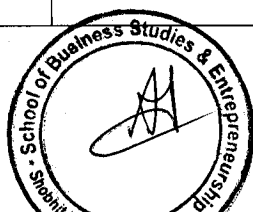
	effectively through charts, graphs, and written reports to inform strategy and operations.
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Course: Principles of Management

Course Outcomes	Statement
CO 1	CO-1 Understanding Management Concepts: Demonstrate an understanding of fundamental management concepts, including planning, organizing, leading, and controlling, and their application in organizational settings.
CO 2	CO-2 Strategic Decision-Making: Analyze business environments and apply strategic management principles to make informed decisions, addressing issues such as competition, resource allocation, and risk management.
CO 3	CO-3 Leadership and Motivation: Understand various leadership styles and motivation theories, and apply them to enhance team performance and employee engagement within organizations.
CO 4	CO-4 Organizational Structure and Culture: Evaluate different organizational structures and cultures, and understand how they influence business operations, employee behavior, and organizational effectiveness.
CO 5	CO-5 Managing Change and Innovation: Apply principles of change management to effectively handle organizational change and foster innovation, ensuring sustainability and competitiveness in dynamic environments.

Course: Business Ethics & Governance

Course Outcomes	Statement
CO 1	CO-1 Understanding Ethical Principles: Demonstrate a thorough understanding of key ethical theories, principles, and frameworks, and their application in business decision-making processes.





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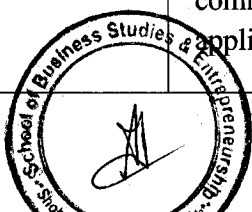
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CO 2	CO-2 Analyzing Ethical Dilemmas: Identify and analyze ethical dilemmas in business contexts, assessing the implications of various decisions on stakeholders, society, and the environment.
CO 3	CO-3 Corporate Social Responsibility (CSR): Understand the concept of corporate social responsibility (CSR) and its role in promoting ethical business practices, environmental sustainability, and community engagement.
CO 4	CO-4 Governance Structures and Practices: Evaluate corporate governance structures and practices, focusing on the roles and responsibilities of boards, executives, and stakeholders in ensuring transparency, accountability, and ethical conduct.
CO 5	CO-5 Ethical Leadership and Organizational Culture: Develop the ability to lead ethically within organizations, fostering a culture of integrity, fairness, and social responsibility, and promoting ethical behavior at all levels of the organization.

Course: Computer Applications

Course Outcomes	Statement
CO 1	CO-1 Understanding Computer Fundamentals: Demonstrate a basic understanding of computer systems, hardware, software, and the role of computer applications in business and daily life.
CO 2	CO-2 Using Office Software: Develop proficiency in using office productivity software, including word processing, spreadsheets, and presentation tools, to perform tasks such as document creation, data analysis, and presentation design.
CO 3	CO-3 Database Management: Understand the concepts of database management systems (DBMS), and develop basic skills in creating, managing, and querying databases using tools like MS Access or SQL.
CO 4	CO-4 Internet and Web Applications: Understand the fundamentals of internet technologies, including web browsing, email communication, and online collaboration tools, and use web-based applications for business and personal use.





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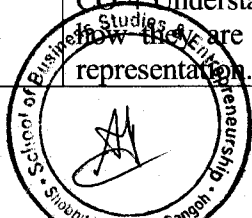
CO 5	CO-5 Computer Security and Ethics: Recognize the importance of computer security, privacy issues, and ethical considerations in the digital world, and apply best practices to safeguard data and information.
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Course: Python

Course Outcomes	Statement
CO 1	CO-1 Demonstrate understanding of Python's basic syntax, data types, and control structures (e.g., loops, conditionals) to write simple programs.
CO 2	CO-2 Implement and use functions in Python for modular programming, utilizing parameters, return values, and built-in functions effectively.
CO 3	CO-3 Utilize core Python data structures (lists, tuples, and dictionaries, sets) to store, access, and manipulate data in real-world applications.
CO 4	CO-4 Apply file handling techniques to read from and write to files, while managing errors through exception handling mechanisms to ensure program stability.
CO 5	CO-5 Design and implement Object-Oriented Programming (OOP) concepts in Python, including creating classes, inheritance, and encapsulation to solve complex problems.

Course: Fundamentals of Computer

Course Outcomes	Statement
CO 1	CO-1 Understand the basic concepts of computers, including the history, components, and types of computers, and their applications in various fields.
CO 2	CO-2 Demonstrate knowledge of computer hardware components such as the CPU, memory (RAM, ROM), storage devices, and peripheral devices, and their functions in a computer system.
CO 3	CO-3 Explain the basic working principles of software, including operating systems, application software, and utility programs, and how they interact with hardware.
CO 4	CO-4 Understand the binary number system, basic logic gates, and how they are used in computer systems for processing and data representation.





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CO 5	CO-5 Develop an understanding of basic computer networks, including the types of networks (LAN, WAN, etc.), network devices, and the fundamentals of internet protocols and communication.
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Course: Computer System Security

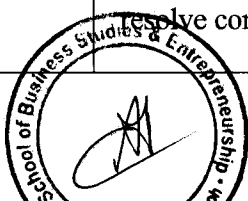
Course Outcomes	Statement
CO 1	CO-1 Understand the fundamental concepts of computer security, including confidentiality, integrity, availability, and authentication, and their role in securing systems.
CO 2	CO-2 Identify and analyze common security threats, vulnerabilities, and attacks (e.g., malware, phishing, denial of service) and apply strategies to mitigate these risks.
CO 3	CO-3 Demonstrate knowledge of cryptographic techniques and algorithms, including encryption, decryption, and hashing, and their application in securing data and communication.
CO 4	CO-4 Implement security measures in network systems, including firewalls, intrusion detection/prevention systems, and VPNs, to safeguard against unauthorized access and attacks.
CO 5	CO-5 Understand and apply secure software development practices, including secure coding techniques and vulnerability testing, to prevent security flaws in software systems.

Course Outcomes (COs)

2nd Semester

Course: Organization Behaviour

Course Outcomes	Statement
CO 1	CO-1 Understanding Organizational Behavior: Demonstrate an understanding of the key concepts, theories, and models related to individual and group behavior within organizations.
CO 2	CO-2 Analyzing Motivation and Leadership: Analyze different motivation theories and leadership styles, and apply them to enhance employee engagement, performance, and organizational effectiveness.
CO 3	CO-3 Communication in Organizations: Understand the role of communication in organizational settings, and develop effective communication strategies to improve team collaboration and resolve conflicts.





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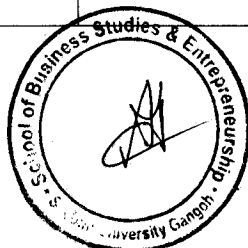
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CO 4	CO-4 Group Dynamics and Teamwork: Evaluate the dynamics of teams and groups, focusing on team development, decision-making processes, and conflict resolution, to foster a positive work environment.
CO 5	CO-5 Organizational Culture and Change: Understand the impact of organizational culture on behavior and performance, and apply concepts of organizational change and development to manage transformation effectively.

Course: Business Finance

Course Outcomes	Statement
CO 1	CO-1 Understanding Financial Principles: Demonstrate an understanding of key financial concepts and principles, including time value of money, risk and return, and the role of finance in business decision-making.
CO 2	CO-2 Financial Analysis and Planning: Apply financial analysis techniques, such as ratio analysis and financial statement interpretation, to assess the financial health of a business and support strategic planning.
CO 3	CO-3 Investment Decision Making: Evaluate investment opportunities using methods like Net Present Value (NPV), Internal Rate of Return (IRR), and payback period, to make informed capital budgeting decisions.
CO 4	CO-4 Capital Structure and Financing: Analyze the various sources of business financing (debt, equity, etc.) and understand their impact on a company's capital structure, cost of capital, and financial risk.
CO 5	CO-5 Working Capital Management: Understand and apply concepts of working capital management, including cash management, inventory management, and receivables management, to ensure liquidity and operational efficiency.





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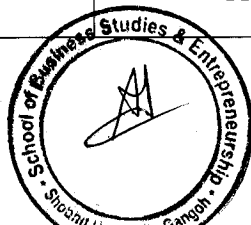
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Course: Human Resource Development

Course Outcomes	Statement
CO 1	CO-1 Understanding HRD Concepts: Demonstrate a thorough understanding of the fundamental concepts, theories, and frameworks related to human resource development, including employee training, development, and performance management.
CO 2	CO-2 Designing HRD Programs: Develop the skills to design, implement, and evaluate effective HRD programs and interventions that align with organizational goals and employee needs.
CO 3	CO-3 Training Needs Analysis: Conduct a training needs analysis (TNA) to identify skills gaps and design appropriate learning interventions that enhance individual and organizational performance.
CO 4	CO-4 Employee Learning and Development: Apply various methods and techniques for employee learning and development, including on-the-job training, e-learning, coaching, and mentoring, to foster continuous improvement and career growth.
CO 5	CO-5 Performance Management and Appraisal: Understand and apply performance management systems, including the design and implementation of performance appraisal processes that contribute to employee motivation and organizational success.

Course: Marketing Theories & Practices

Course Outcomes	Statement
CO 1	CO-1 Understanding Marketing Concepts: Demonstrate a thorough understanding of key marketing theories, concepts, and frameworks, including the marketing mix (4Ps), consumer behavior, and market segmentation.
CO 2	CO-2 Strategic Marketing Planning: Apply marketing strategies to create effective marketing plans that align with business objectives, market opportunities, and consumer needs.





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CO 3	CO-3 Consumer Behavior Analysis: Analyze consumer behavior and decision-making processes to understand how psychological, social, and cultural factors influence purchasing decisions.
CO 4	CO-4 Branding and Product Management: Develop strategies for building strong brands, managing product life cycles, and creating value propositions that differentiate products and services in the marketplace.
CO 5	CO-5 Digital and Integrated Marketing: Understand and apply digital marketing strategies, including social media, content marketing, SEO, and online advertising, to reach and engage target audiences.

Course: Business Mathematics

Course Outcomes	Statement
CO 1	CO-1 Understanding Mathematical Concepts: Demonstrate a solid understanding of fundamental mathematical concepts and techniques, including algebra, functions, and calculus, as they apply to business decision-making.
CO 2	CO-2 Application of Mathematical Tools: Apply mathematical tools such as percentages, ratios, and linear equations to solve business problems related to finance, pricing, and cost analysis.
CO 3	CO-3 Time Value of Money: Understand and apply the concepts of time value of money, including the calculation of present and future value, interest rates, and annuities, to make informed financial decisions.
CO 4	CO-4 Optimization Techniques: Use mathematical optimization methods, including linear programming and calculus, to solve problems related to maximizing profit and minimizing cost in business operations.
CO 5	CO-5 Statistical Analysis for Business: Apply statistical methods, such as probability theory, distributions, and regression analysis, to analyze business data, forecast trends, and support decision-making.





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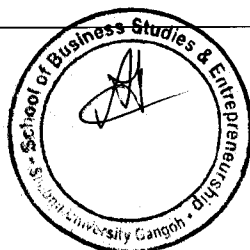
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Course: Advertising Management

Course Outcomes	Statement
CO 1	CO-1 Understanding Advertising Concepts: Demonstrate a comprehensive understanding of the fundamental concepts, theories, and strategies of advertising, including its role in marketing and business communications.
CO 2	CO-2 Advertising Campaign Design: Develop the ability to design, plan, and execute effective advertising campaigns, incorporating objectives, target audience analysis, and selection of appropriate media channels.
CO 3	CO-3 Media Planning and Buying: Analyze different media platforms (TV, print, digital, social media, etc.) and apply strategies for effective media planning and buying to reach target audiences efficiently.
CO 4	CO-4 Creative Strategies and Execution: Understand and apply creative advertising strategies, including the development of compelling ad copy, visuals, and messaging that resonate with the target audience.
CO 5	CO-5 Evaluating Advertising Effectiveness: Assess the effectiveness of advertising campaigns using various metrics such as ROI, brand awareness, and consumer engagement, and apply insights to optimize future campaigns.

Course: Fundamentals of Communication

Course Outcomes	Statement
CO 1	CO-1 Understanding Communication Concepts: Demonstrate a comprehensive understanding of the key concepts, processes, and types of communication, including verbal, non-verbal, written, and interpersonal communication.





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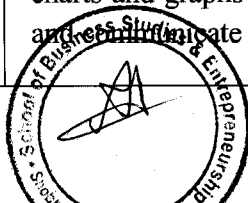
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CO 2	CO-2 Effective Verbal Communication: Develop effective verbal communication skills, including clear and concise speaking, active listening, and adapting communication styles to diverse audiences.
CO 3	CO-3 Written Communication Skills: Enhance writing skills for various business contexts, such as emails, reports, proposals, and memos, ensuring clarity, professionalism, and effectiveness in written communication.
CO 4	CO-4 Non-Verbal Communication Awareness: Recognize the importance of non-verbal communication (body language, facial expressions, gestures, etc.) and apply it to improve personal and professional interactions.
CO 5	CO-5 Interpersonal Communication and Teamwork: Understand and apply interpersonal communication techniques to build positive relationships, collaborate effectively in teams, and resolve conflicts constructively in organizational settings.

Course: Spread sheet Essentials

Course Outcomes	Statement
CO 1	CO-1 Understanding Spreadsheet Fundamentals: Demonstrate a solid understanding of spreadsheet software (e.g., Microsoft Excel or Google Sheets), including its interface, tools, and functions for efficient data organization and analysis.
CO 2	CO-2 Data Entry and Formatting: Develop skills to input, format, and organize data effectively in spreadsheets, including the use of cell references, data types, and proper formatting techniques to enhance readability.
CO 3	CO-3 Basic Formulas and Functions: Apply basic mathematical and statistical functions (e.g., SUM, AVERAGE, COUNT, IF) to manipulate and analyze data, enabling decision-making based on calculations.
CO 4	CO-4 Data Visualization: Use spreadsheet tools to create basic charts and graphs (e.g., bar, line, and pie charts) to visualize data and communicate insights effectively.





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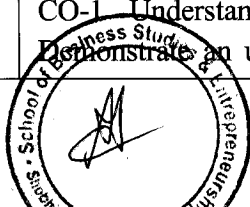
CO 5	CO-5 Advanced Spreadsheet Techniques: Utilize advanced features such as conditional formatting, pivot tables, VLOOKUP, and data validation to manage complex datasets and perform detailed analysis.
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Course: Critical Thinking & Story Telling

Course Outcomes	Statement
CO 1	CO-1 Understanding Critical Thinking Concepts: Demonstrate an understanding of critical thinking principles, including analysis, evaluation, interpretation, and reasoning, to solve problems and make informed decisions.
CO 2	CO-2 Applying Logical Reasoning: Apply logical reasoning techniques, including deductive and inductive reasoning, to evaluate arguments, identify biases, and construct well-reasoned positions.
CO 3	CO-3 Analyzing and Evaluating Information: Develop the ability to analyze and assess information from diverse sources, identifying key issues, arguments, and evidence to form well-supported conclusions.
CO 4	CO-4 Storytelling Techniques: Understand and apply the key elements of storytelling, such as structure, character development, plot, and theme, to effectively convey ideas and engage an audience.
CO 5	CO-5 Integrating Critical Thinking with Storytelling: Combine critical thinking with storytelling techniques to craft compelling narratives that convey complex ideas clearly and persuasively in both written and oral formats.

Course: Critical Thinking for Decisions at Workplace

Course Outcomes	Statement
CO 1	CO-1 Understanding Critical Thinking in Decision-Making: Demonstrate an understanding of critical thinking principles and





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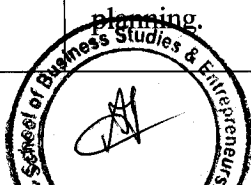
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	how they can be applied to make informed, effective decisions in the workplace.
CO 2	CO-2 Analyzing Workplace Problems: Identify and analyze workplace problems or challenges using critical thinking techniques, including breaking down complex issues and evaluating potential solutions.
CO 3	CO-3 Evaluating Information and Data: Apply critical thinking to assess and interpret data, evidence, and information, ensuring that decisions are based on accurate, reliable, and relevant inputs.
CO 4	CO-4 Making Logical and Ethical Decisions: Use logical reasoning and ethical considerations to make well-supported, responsible decisions that align with organizational goals and values.
CO 5	CO-5 Problem-Solving and Creative Thinking: Apply creative and innovative thinking techniques to develop alternative solutions to workplace challenges, ensuring effective problem resolution.

Course Outcomes (COs)
3rd Semester

Course: Management & Cost Accounting

Course Outcomes	Statement
CO 1	CO-1 Understanding Cost Accounting Concepts: Demonstrate an understanding of key cost accounting concepts and principles, including cost behavior, cost allocation, and cost classification (variable, fixed, direct, and indirect).
CO 2	CO-2 Costing Methods and Techniques: Apply various costing methods, such as job order costing, process costing, and activity-based costing (ABC), to determine the cost of products and services in different business environments.
CO 3	CO-3 Budgeting and Forecasting: Develop and manage budgets, including sales, production, and cash budgets, and use forecasting techniques to predict financial performance and support strategic planning.





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CO 4	CO-4 Cost-Volume-Profit (CVP) Analysis: Use cost-volume-profit analysis to evaluate the impact of different cost structures, sales levels, and pricing decisions on a company's profitability.
CO 5	CO-5 Managerial Decision Making: Apply cost information for managerial decision-making, including make-or-buy decisions, pricing decisions, and product mix decisions, to optimize business operations.

Course: Business Law

Course Outcomes	Statement
CO 1	CO-1 Understanding Legal Frameworks in Business: Demonstrate a solid understanding of the basic legal principles and frameworks that govern business operations, including contract law, company law, and commercial transactions.
CO 2	CO-2 Contract Law Application: Apply the principles of contract law to real-world business situations, including the formation, performance, breach, and enforcement of contracts.
CO 3	CO-3 Business Organizations and Governance: Understand the legal structures of various business organizations (e.g., sole proprietorships, partnerships, corporations) and the legal responsibilities and rights of business owners, managers, and shareholders.
CO 4	CO-4 Regulatory Compliance: Identify key regulatory laws affecting businesses, including employment law, intellectual property, antitrust regulations, and consumer protection laws, and ensure compliance in business operations.
CO 5	CO-5 Dispute Resolution and Litigation: Understand the legal mechanisms for dispute resolution, including negotiation, arbitration, and litigation, and apply these methods to resolve business conflicts.





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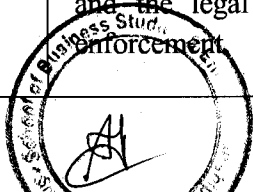
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Course: Tax Law

Course Outcomes	Statement
CO 1	CO-1 Understanding Taxation Principles: Demonstrate an understanding of the fundamental principles of tax law, including the types of taxes (income, corporate, sales, etc.), tax compliance, and the legal framework governing taxation.
CO 2	CO-2 Income Taxation and Taxable Entities: Analyze the concepts of income tax, including the taxation of individuals, businesses, and various entities, and apply relevant tax laws to calculate taxable income and liabilities.
CO 3	CO-3 Corporate Taxation: Understand the specific tax implications for corporations, including tax liabilities, deductions, credits, and the treatment of corporate income, and apply corporate tax laws to real-world scenarios.
CO 4	CO-4 direct Taxes and Compliance: Understand and apply the laws related to indirect taxes, such as sales tax, VAT, and excise duties, and ensure compliance with reporting, filing, and payment requirements.
CO 5	CO-5 Tax Planning and Strategy: Develop tax planning strategies for individuals and businesses, considering factors such as tax deductions, exemptions, credits, and effective tax rate management to optimize tax liabilities.

Course: Intellectual Property Law

Course Outcomes	Statement
CO 1	CO-1 Understanding Intellectual Property (IP) Concepts: Demonstrate an understanding of the fundamental concepts and types of intellectual property, including patents, copyrights, trademarks, trade secrets, and related legal frameworks.
CO 2	CO-2 Patent Law and Protection: Analyze the process of obtaining and protecting patents, including patentability criteria, patent rights, and the legal procedures involved in patent registration and enforcement.





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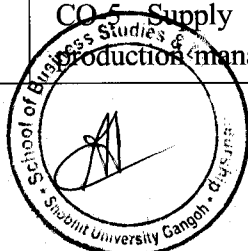
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247341, India
Tel: +91 7830810052
E-mail: registrargangoh@shobhituniversity.ac.in
U: www.sug.ac.in

CO 3	CO-3 Copyright Law: Understand the principles of copyright law, including the protection of original works of authorship, copyright registration, duration, and enforcement of rights.
CO 4	CO-4 Trademark Law: Analyze trademark law, including the criteria for trademark registration, the scope of trademark protection, and how trademarks are used to protect brand identity and consumer recognition.
CO 5	CO-5 Trade Secrets and Licensing: Understand the legal protection of trade secrets, the role of licensing agreements, and how intellectual property can be monetized or transferred between parties through licensing contracts.

Course: Production Management

Course Outcomes	Statement
CO 1	CO-1 Understanding Production Management Concepts: Demonstrate a comprehensive understanding of the key concepts, principles, and processes involved in production management, including production planning, scheduling, and control.
CO 2	CO-2 Production Planning and Control: Apply techniques for effective production planning and control, including demand forecasting, capacity planning, and inventory management, to optimize production efficiency and reduce costs.
CO 3	CO-3 Manufacturing Processes and Technologies: Analyze different manufacturing processes, such as batch production, continuous production, and lean manufacturing, and evaluate the role of technology in enhancing production processes.
CO 4	CO-4 Quality Management in Production: Understand and apply quality management principles, including Total Quality Management (TQM), Six Sigma, and Statistical Process Control (SPC), to ensure high standards of product quality in production.
CO 5	CO-5 Supply Chain Management and Logistics: Integrate production management with supply chain management, focusing





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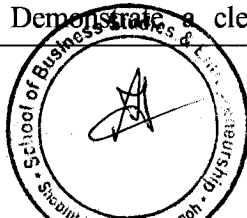
	on procurement, material handling, and logistics to ensure timely delivery and efficient resource utilization.
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Course: Business Policy

Course Outcomes	Statement
CO 1	CO-1 Understanding Business Policy Frameworks: Demonstrate a comprehensive understanding of the fundamental concepts, theories, and frameworks related to business policy, including strategic management, corporate governance, and competitive advantage.
CO 2	CO-2 Strategic Decision-Making: Apply strategic decision-making tools and techniques, such as SWOT analysis, Porter's Five Forces, and PESTEL analysis, to evaluate business environments and make informed policy decisions.
CO 3	CO-3 Corporate Strategy Development: Develop corporate strategies by analyzing internal capabilities, market opportunities, and external threats, and align them with organizational goals to create long-term value.
CO 4	CO-4 Evaluating and Implementing Business Policies: Assess and evaluate existing business policies, recommend improvements, and develop implementation plans to achieve organizational objectives and enhance business performance.
CO 5	CO-5 Corporate Social Responsibility (CSR) and Ethics: Analyze the role of ethics and corporate social responsibility (CSR) in shaping business policies and decisions, ensuring sustainable growth and alignment with societal values.

Course: Business Communication

Course Outcomes	Statement
CO 1	CO-1 Understanding Business Communication Principles: Demonstrate a clear understanding of the key principles and





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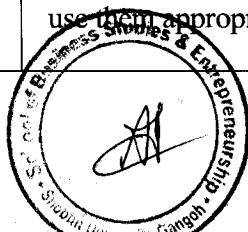
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	concepts of business communication, including its importance, channels, and forms (verbal, non-verbal, written, and digital).
CO 2	CO-2 Effective Written Communication: Develop the ability to write clear, concise, and professional business documents, such as emails, reports, memos, proposals, and business letters, ensuring proper formatting and tone for different audiences.
CO 3	CO-3 Verbal and Non-Verbal Communication Skills: Improve verbal and non-verbal communication skills, including public speaking, presentations, active listening, and body language, to communicate effectively in various business contexts.
CO 4	CO-4 Interpersonal and Team Communication: Enhance interpersonal communication skills for effective teamwork, conflict resolution, and collaboration in diverse business environments.
CO 5	CO-5 Cross-Cultural Communication: Understand the challenges and techniques of cross-cultural communication, and develop strategies to communicate effectively with individuals from different cultural backgrounds in global business settings.

Course: Etiquette & Conversational Skills

Course Outcomes	Statement
CO 1	CO-1 Understanding Etiquette Principles: Demonstrate an understanding of the basic principles of professional etiquette, including the importance of manners, respect, and appropriate behavior in various business and social settings.
CO 2	CO-2 Developing Professional Conversation Skills: Apply effective conversational techniques for initiating, maintaining, and ending conversations in business and social environments, with a focus on active listening, clarity, and respect.
CO 3	CO-3 Non-Verbal Communication Awareness: Recognize the impact of non-verbal cues such as body language, facial expressions, and tone of voice in interpersonal communication, and use them appropriately to enhance interactions.





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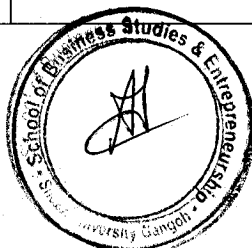
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CO 4	CO-4 Business and Social Etiquette: Understand and apply proper etiquette in formal business settings (e.g., meetings, interviews, conferences) and informal social environments, ensuring professionalism and positive interactions.
CO 5	CO-5 Cultural Sensitivity in Communication: Develop awareness of cross-cultural differences in etiquette and conversation styles, and adapt communication approaches to be respectful and effective in diverse cultural settings.

Course: Personality Development

Course Outcomes	Statement
CO 1	CO-1 Self-Awareness and Self-Assessment: Demonstrate an understanding of personal strengths, weaknesses, values, and goals, using self-assessment techniques to enhance self-awareness and personal growth.
CO 2	CO-2 Building Positive Attitude: Develop a positive attitude towards life, work, and people, and understand the importance of optimism, motivation, and resilience in achieving personal and professional success.
CO 3	CO-3 Communication and Interpersonal Skills: Improve verbal and non-verbal communication skills, including active listening, effective speaking, and understanding body language, to build strong interpersonal relationships and professional rapport.
CO 4	CO-4 Time Management and Organizational Skills: Learn time management strategies and organizational techniques to prioritize tasks, reduce procrastination, and improve productivity, leading to better personal and professional outcomes.
CO 5	CO-5 Leadership and Teamwork: Develop leadership qualities, including decision-making, problem-solving, and conflict resolution skills, and understand the importance of teamwork and collaboration in achieving common goals.





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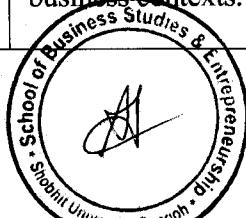
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Course: Corporate Communication

Course Outcomes	Statement
CO 1	CO-1 Understanding Corporate Communication Framework: Demonstrate a comprehensive understanding of corporate communication principles, including internal and external communication, and its role in managing a company's reputation, brand, and relationship with stakeholders.
CO 2	CO-2 Effective Communication Strategies: Develop and implement effective corporate communication strategies, using various communication channels (e.g., emails, reports, social media, press releases) to reach diverse audiences within and outside the organization.
CO 3	CO-3 Crisis Communication Management: Understand the principles of crisis communication, and apply strategies to handle corporate crises, mitigate reputational risks, and ensure transparent, timely, and accurate communication during emergencies.
CO 4	CO-4 Internal Communication and Employee Engagement: Improve internal communication strategies to foster employee engagement, enhance organizational culture, and facilitate knowledge sharing across teams and departments.
CO 5	CO-5 Branding and Public Relations: Analyze the role of corporate communication in managing a company's brand, and apply public relations techniques to shape public perception, enhance corporate image, and strengthen relationships with media and stakeholders.

Course: Professional Communication

Course Outcomes	Statement
CO 1	CO-1 Understanding Professional Communication Principles: Demonstrate a thorough understanding of the principles of professional communication, including the importance of clarity, conciseness, professionalism, and ethical communication in business contexts.





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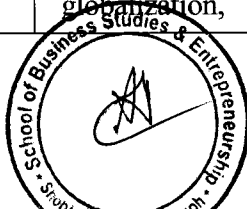
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CO 2	CO-2 Effective Written Communication: Develop strong written communication skills, including the ability to compose professional documents such as emails, reports, business letters, proposals, and memos, ensuring clarity, coherence, and proper tone for different business contexts.
CO 3	CO-3 Verbal and Non-Verbal Communication: Enhance verbal communication skills (public speaking, presentations, discussions) and non-verbal communication (body language, facial expressions, tone of voice) to communicate effectively in diverse professional environments.
CO 4	CO-4 Interpersonal and Cross-Cultural Communication: Apply effective interpersonal communication skills to build positive relationships and resolve conflicts, and understand the importance of cross-cultural communication in a globalized business world.
CO 5	CO-5 Communication in Teams and Leadership: Develop skills for effective communication within teams, including collaboration, conflict management, and leadership communication, to achieve team goals and organizational objectives.

Course: Business Environment

Course Outcomes	Statement
CO 1	CO-1 Understanding Business Environment Frameworks: Demonstrate a comprehensive understanding of the business environment, including economic, political, social, technological, and legal factors that influence business operations and strategies.
CO 2	CO-2 Analyzing Micro and Macro Environments: Analyze the micro and macro environments affecting businesses, focusing on how factors like industry structure, competition, and economic conditions impact organizational decision-making and performance.
CO 3	CO-3 Global Business Environment: Understand the dynamics of the global business environment, including international trade, globalization, cultural diversity, and the challenges and





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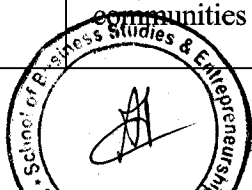
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	opportunities for businesses operating in different countries and regions.
CO 4	CO-4 Regulatory and Ethical Considerations: Examine the role of government regulations, corporate social responsibility (CSR), and ethical standards in shaping business practices and organizational policies.
CO 5	CO-5 Technological and Innovation Trends: Assess the impact of technological advancements and innovation on the business environment, and explore how businesses can leverage technology to create a competitive advantage and drive growth.

Course: Disaster Management

Course Outcomes	Statement
CO 1	CO-1 Understanding Disaster Management Concepts: Demonstrate an understanding of the key concepts, types, and stages of disaster management, including prevention, preparedness, response, and recovery.
CO 2	CO-2 Risk Assessment and Hazard Mitigation: Identify potential risks and hazards in different regions or sectors, and apply strategies for risk assessment and hazard mitigation to minimize the impact of disasters.
CO 3	CO-3 Disaster Preparedness Planning: Develop disaster preparedness plans, including emergency response protocols, communication strategies, and resource allocation, to ensure effective action during disaster situations.
CO 4	CO-4 Disaster Response and Relief Operations: Understand the principles and processes involved in disaster response, including coordination of relief efforts, managing emergency teams, and ensuring the effective distribution of aid and resources.
CO 5	CO-5 Recovery and Rehabilitation: Assess the processes involved in disaster recovery and rehabilitation, including restoring essential services, rebuilding infrastructure, and supporting affected communities in their long-term recovery.





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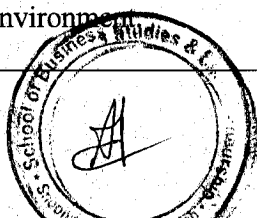
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Course: Food & Nutrition

Course Outcomes	Statement
CO 1	CO-1 Understanding Basic Nutritional Concepts: Demonstrate a thorough understanding of the basic principles of nutrition, including the functions of nutrients, recommended daily intake, and the role of nutrition in health and disease prevention.
CO 2	CO-2 Food Composition and Nutrient Analysis: Analyze the nutritional composition of various foods and apply methods for determining the nutritional value of diets, including macronutrients, micronutrients, and their interactions.
CO 3	CO-3 Dietary Guidelines and Meal Planning: Develop balanced meal plans based on dietary guidelines and nutritional needs for individuals at different life stages, considering factors such as age, gender, activity level, and health conditions.
CO 4	CO-4 Impact of Nutrition on Health: Examine the relationship between nutrition and health, focusing on how nutrition influences physical and mental well-being, disease prevention, and management of health conditions like obesity, diabetes, and cardiovascular diseases.
CO 5	CO-5 Food Safety and Hygiene: Understand the importance of food safety, including proper food handling, storage, and hygiene practices to prevent foodborne illnesses and ensure safe consumption.

Course: Environmental Studies

Course Outcomes	Statement
CO 1	CO-1 Understanding Environmental Concepts: Demonstrate a comprehensive understanding of the key concepts of environmental science, including ecosystems, biodiversity, environmental pollution, and the interrelationship between humans and the environment.





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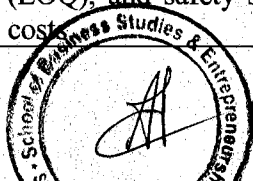
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CO 2	CO-2 Environmental Issues and Challenges: Identify and analyze global and local environmental challenges, such as climate change, deforestation, water scarcity, and pollution, and understand their impacts on ecosystems and human societies.
CO 3	CO-3 Sustainable Development Practices: Understand the principles of sustainable development and apply strategies for resource conservation, waste management, and the promotion of green technologies and practices to ensure environmental sustainability.
CO 4	CO-4 Environmental Policy and Regulations: Explore environmental policies, laws, and regulations at local, national, and global levels, including frameworks for environmental protection, conservation efforts, and sustainable resource management.
CO 5	CO-5 Environmental Impact Assessment (EIA): Learn how to assess the environmental impact of human activities and development projects, and apply methods of Environmental Impact Assessment (EIA) to evaluate potential risks and mitigation strategies.

Course Outcomes (COs) 4th Semester

Course: Supply Chain Management

Course Outcomes	Statement
CO 1	CO-1 Understand the fundamental concepts and principles of supply chain management, including the components, functions, and importance of an efficient supply chain in a business environment.
CO 2	CO-2 Analyze and design supply chain networks, including procurement, production, distribution, and logistics, to optimize the flow of goods and services from suppliers to customers.
CO 3	CO-3 Demonstrate knowledge of inventory management techniques and tools, including Just-in-Time (JIT), Economic Order Quantity (EOQ), and safety stock, to optimize inventory levels and reduce costs.





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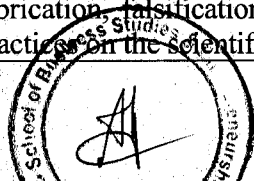
CO 4	CO-4 Evaluate the role of demand forecasting, capacity planning, and procurement strategies in ensuring smooth and cost-effective supply chain operations.
CO 5	CO-5 Apply supply chain risk management strategies to identify, assess, and mitigate risks such as supply disruptions, demand fluctuations, and geopolitical challenges.

Course: Research Methodology

Course Outcomes	Statement
CO 1	CO-1 Understand the fundamental concepts and principles of research methodology, including the types of research, research design, and the research process.
CO 2	CO-2 Identify and apply appropriate research methods and techniques (qualitative, quantitative, and mixed methods) based on the research problem and objectives.
CO 3	CO-3 Demonstrate the ability to formulate clear research questions, hypotheses, and objectives, and design research studies to address them effectively.
CO 4	CO-4 Understand the process of data collection, including survey design, sampling techniques, and the use of primary and secondary data sources.
CO 5	CO-5 Analyze and interpret research data using appropriate statistical tools and techniques, including data analysis software like SPSS, R, or Excel.

Course: Publication Ethics

Course Outcomes	Statement
CO 1	CO-1 Understand the fundamental principles and ethical guidelines in academic publishing, including authorship, plagiarism, and copyright issues, and their importance in scholarly communication.
CO 2	CO-2 Demonstrate knowledge of the ethical responsibilities of authors, reviewers, and editors in the publication process, including conflict of interest, disclosure, and transparency.
CO 3	CO-3 Identify and apply proper citation practices and avoid plagiarism through appropriate referencing and acknowledgment of sources in academic writing.
CO 4	CO-4 Understand the concept of research misconduct, including fabrication, falsification, and duplication, and the impact of these practices on the scientific community and society.





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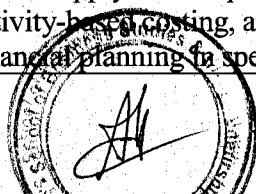
CO 5	CO-5 Familiarize with the ethical considerations regarding peer review processes, including the selection of reviewers, maintaining confidentiality, and managing review biases.
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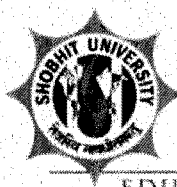
Course: Emerging Trends in Research

Course Outcomes	Statement
CO 1	CO-1 Understand the latest advancements in research methodologies, including innovative techniques, tools, and frameworks emerging across various fields of study.
CO 2	CO-2 Analyze the impact of emerging technologies, such as Artificial Intelligence (AI), Machine Learning (ML), and Big Data, on research practices, data collection, and analysis.
CO 3	CO-3 Identify and evaluate trends in interdisciplinary research, including the convergence of disciplines such as data science, healthcare, engineering, and social sciences in addressing complex problems.
CO 4	CO-4 Explore the role of digital research platforms, collaborative tools, and online databases in facilitating access to research data, literature, and collaborative opportunities across the global research community.
CO 5	CO-5 Examine the rise of open-access publishing, open data, and the shift towards transparent, reproducible, and accessible research as part of the evolving research ecosystem.

Course: Specialized Accounting

Course Outcomes	Statement
CO 1	CO-1 Understand and apply advanced accounting concepts and principles, including specialized financial reporting, cost accounting, and management accounting techniques.
CO 2	CO-2 Analyze and interpret complex financial statements, including balance sheets, income statements, and cash flow statements, to assess the financial health of businesses in specialized industries.
CO 3	CO-3 Demonstrate proficiency in accounting for specialized transactions, such as mergers and acquisitions, joint ventures, and international accounting practices, in accordance with regulatory standards.
CO 4	CO-4 Apply techniques of cost allocation, absorption costing, activity-based costing, and variance analysis in decision-making and financial planning in specialized accounting contexts.





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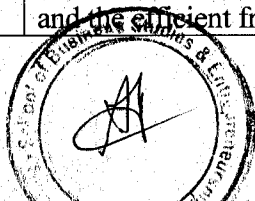
CO 5	CO-5 Understand and implement accounting for financial instruments, derivatives, and hedging strategies, and evaluate their impact on a company's financial performance and risk management.
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Course: Consumer Behaviour

Course Outcomes	Statement
CO 1	CO-1 Understand the fundamental concepts of consumer behavior, including the psychological, social, and cultural factors that influence consumer decision-making processes.
CO 2	CO-2 Analyze the different stages of the consumer decision-making process, from need recognition and information search to post-purchase evaluation, and how they impact marketing strategies.
CO 3	CO-3 Examine the role of perception, learning, motivation, and attitudes in shaping consumer preferences and behaviors, and how marketers can influence these factors.
CO 4	CO-4 Evaluate the impact of individual and group influences, such as family, social class, culture, and reference groups, on consumer behavior and their implications for product positioning and marketing communications.
CO 5	CO-5 Understand the concept of consumer buying roles, such as initiators, influencers, deciders, and buyers, and how they affect the purchasing decision in both individual and organizational contexts.

Course: Investment Analysis & Portfolio Management

Course Outcomes	Statement
CO 1	CO-1 Understand the fundamental concepts of investment analysis, including risk and return, types of investments (stocks, bonds, real estate, etc.), and the factors affecting investment decisions.
CO 2	CO-2 Analyze financial statements and economic indicators to evaluate the performance and potential of various investment options, including stocks, bonds, mutual funds, and derivatives.
CO 3	CO-3 Apply various investment valuation techniques, such as discounted cash flow (DCF), price-to-earnings (P/E) ratios, and dividend discount models (DDM), to assess the value of financial assets.
CO 4	CO-4 Develop and manage an investment portfolio by applying key portfolio theory concepts, such as diversification, asset allocation, and the efficient frontier, to optimize risk-return trade-offs.





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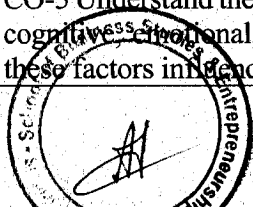
CO 5	CO-5 Evaluate portfolio performance using risk and return metrics, including the Sharpe ratio, Treynor ratio, and Jensen's alpha, and use these to make informed portfolio adjustments.
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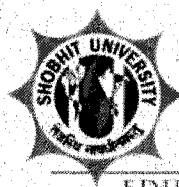
Course: Company Law

Course Outcomes	Statement
CO 1	CO-1 Understand the fundamental principles of company law, including the legal framework governing the formation, operation, and dissolution of companies.
CO 2	CO-2 Analyze the different types of companies, such as private limited companies, public limited companies, and non-profit organizations, and their legal characteristics and implications.
CO 3	CO-3 Examine the process of company registration, the legal requirements for incorporating a company, and the roles and responsibilities of promoters and shareholders.
CO 4	CO-4 Understand the duties and powers of directors and officers of a company, including the concepts of fiduciary duty, corporate governance, and accountability in company management.
CO 5	CO-5 Evaluate the legal aspects of corporate finance, including issuing shares, dividends, raising capital, and handling corporate debts and obligations under company law.

Course: Rural Sociology & Educational Psychology

Course Outcomes	Statement
CO 1	CO-1 Understand the basic concepts and principles of rural sociology, including rural communities, social structures, and the relationship between rural and urban societies.
CO 2	CO-2 Analyze the social, economic, and cultural factors affecting rural populations, including issues related to poverty, education, healthcare, and agriculture, and their impact on rural development.
CO 3	CO-3 Evaluate the role of social institutions such as family, religion, education, and government in shaping rural society and promoting social change and development.
CO 4	CO-4 Apply sociological theories to assess rural social problems such as migration, caste, gender inequality, and rural-urban disparities, and propose interventions for social improvement.
CO 5	CO-5 Understand the principles of educational psychology, including cognitive, emotional, and social development of learners, and how these factors influence the learning process.





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Course: Science, Technology, and Society

Course Outcomes	Statement
CO 1	CO-1 Understand the foundational concepts of science, technology, and society, including how they interconnect and influence one another in shaping modern civilization.
CO 2	CO-2 Analyze the historical development of science and technology and their impact on societal transformations, focusing on key innovations and their societal implications.
CO 3	CO-3 Evaluate the ethical, social, and cultural issues arising from scientific discoveries and technological advancements, including concerns related to privacy, sustainability, and equity.
CO 4	CO-4 Examine the role of scientific research and technological innovation in addressing global challenges such as climate change, public health, and resource scarcity.
CO 5	CO-5 Understand the impact of technology on social structures, including its effects on employment, education, communication, and governance in both developed and developing societies.

**Course Outcomes (COs)
5th Semester**

Course: Income Tax

Course Outcomes	Statement
CO 1	CO-1 Understand the basic principles of income tax, including the key components of the tax system, such as income, exemptions, deductions, and tax liability.
CO 2	CO-2 Analyze the different sources of income (salaries, business/profession, capital gains, house property, other sources) and apply the relevant provisions to calculate taxable income.
CO 3	CO-3 Demonstrate knowledge of tax computation for individuals, Hindu Undivided Families (HUFs), and other taxpayers, including the application of tax slabs, rebates, and reliefs.
CO 4	CO-4 Understand the provisions related to exemptions and deductions available under the Income Tax Act, including Section 80C, 80D, and other relevant sections for tax planning.
CO 5	CO-5 Evaluate the tax treatment of capital gains, including the distinction between short-term and long-term capital assets, and apply appropriate exemptions and reliefs.



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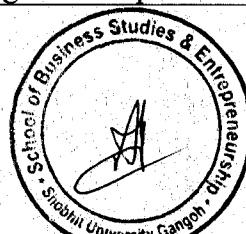
Course: Marketing Communication

Course Outcomes	Statement
CO 1	CO-1 Understand the key concepts, tools, and techniques of marketing communication, including the role of advertising, public relations, direct marketing, and sales promotion in a marketing strategy.
CO 2	CO-2 Analyze the various types of marketing communication channels (traditional and digital) and their effectiveness in reaching and engaging different target audiences.
CO 3	CO-3 Evaluate the process of developing an integrated marketing communication (IMC) plan, aligning communication goals with overall business objectives to create a consistent brand message.
CO 4	CO-4 Apply the principles of consumer behavior to design and implement marketing communication strategies that effectively persuade and influence potential customers.
CO 5	CO-5 Understand the role of digital marketing, including social media, email marketing, content marketing, and SEO, in shaping modern marketing communication strategies.

Course: Social Media Marketing

Course Outcomes	Statement
CO 1	CO-1 Understand the fundamental concepts of social media marketing, including the role of various social media platforms (Facebook, Instagram, Twitter, LinkedIn, TikTok, etc.) in building brand awareness and engagement.
CO 2	CO-2 Analyze the key strategies for creating an effective social media marketing plan, aligning business objectives with social media goals to maximize engagement and conversion.
CO 3	CO-3 Develop the ability to create compelling and shareable content, including visuals, videos, and copy, that resonates with target audiences across different social media channels.
CO 4	CO-4 Apply the principles of social media analytics to measure and interpret performance metrics (such as reach, impressions, likes, shares, and comments) to optimize social media campaigns.
CO 5	CO-5 Understand the importance of community management on social media, including how to engage with followers, respond to customer queries, and manage brand reputation.

Course: Perspectives on Contemporary Issues





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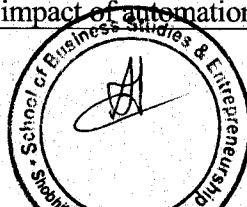
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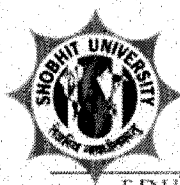
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Area Gangoh, Distt. Saharanpur (U.P.)
247341, India
Tel: +91 7830810052
E-mail: registrargangoh@shobhituniversity.ac.in
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Course Outcomes	Statement
CO 1	CO-1 Understand the key contemporary global issues, including political, social, economic, and environmental challenges, and analyzes their impact on individuals, communities, and nations.
CO 2	CO-2 Critically evaluate the role of global organizations, government policies, and social movements in addressing contemporary issues such as climate change, inequality, and human rights.
CO 3	CO-3 Examine the influence of media, technology, and digital platforms in shaping public discourse and perceptions of contemporary issues, including the spread of misinformation and social media activism.
CO 4	CO-4 Explore the ethical, cultural, and societal implications of emerging issues such as artificial intelligence, genetic engineering, data privacy, and biotechnology, and their potential for both positive and negative outcomes.
CO 5	CO-5 Understand the intersectionality of contemporary issues, recognizing how factors such as gender, race, class, and globalization contribute to the complexity and multifaceted nature of current challenges.

Course: Intelligent Automation

Course Outcomes	Statement
CO 1	CO-1 Understand the core concepts of intelligent automation, including the roles of artificial intelligence (AI), machine learning (ML), robotic process automation (RPA), and cognitive technologies in modern business operations.
CO 2	CO-2 Analyze the key components and architecture of intelligent automation systems, including the integration of RPA with AI, ML, and data analytics to automate complex workflows and decision-making processes.
CO 3	CO-3 Evaluate the benefits and challenges of implementing intelligent automation in various industries, including its impact on efficiency, cost savings, productivity, and workforce transformation.
CO 4	CO-4 Develop the ability to design and implement simple automation solutions using RPA tools and platforms (e.g., UiPath, Automation Anywhere, Blue Prism), integrating AI and ML where applicable.
CO 5	CO-5 Understand the ethical considerations and implications of intelligent automation, including data privacy, security, and the potential societal impact of automation on jobs and human labor.





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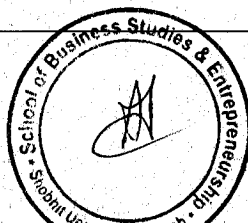
Course: Creativity and Innovation

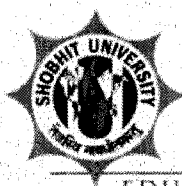
Course Outcomes	Statement
CO 1	CO-1 Understand the fundamental concepts of creativity and innovation, including the distinction between the two and their roles in personal, organizational, and societal development.
CO 2	CO-2 Analyze the psychological, cognitive, and social factors that influence creative thinking and innovation, exploring how individuals and teams can foster creativity in various contexts.
CO 3	CO-3 Develop the ability to apply creative problem-solving techniques, such as brainstorming, mind mapping, and lateral thinking, to address complex challenges and generate novel solutions.
CO 4	CO-4 Evaluate the role of organizational culture, leadership, and structure in supporting or hindering creativity and innovation within companies and institutions.
CO 5	CO-5 Understand the process of turning creative ideas into innovative products, services, or processes, including the stages of ideation, prototyping, testing, and scaling.

Course: Entrepreneurship & Small Business Management

Course Outcomes	Statement
CO 1	CO-1 Understand the core concepts of entrepreneurship, including the characteristics, mindset, and motivations of successful entrepreneurs, and the role of entrepreneurship in economic development.
CO 2	CO-2 Analyze the process of identifying business opportunities, conducting market research, and evaluating feasibility to develop a viable business idea.
CO 3	CO-3 Develop the ability to create and evaluate a comprehensive business plan, incorporating key components such as marketing strategies, financial projections, operational plans, and organizational structure.
CO 4	CO-4 Understand the legal and regulatory frameworks related to starting and managing a small business, including issues related to business registration, taxation, intellectual property, and compliance.
CO 5	CO-5 Explore the financial management aspects of small business operations, including budgeting, cash flow management, funding sources (e.g., venture capital, loans, crowd funding), and financial analysis.

Course: Sales Management





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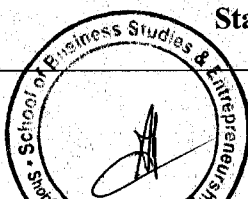
Course Outcomes	Statement
CO 1	CO-1 Understand the fundamental principles and concepts of sales management, including the roles and responsibilities of a sales manager and the importance of sales strategies in achieving organizational goals.
CO 2	CO-2 Analyze the sales process, from prospecting and lead generation to closing deals and post-sale follow-up, and evaluate the impact of each stage on overall sales performance.
CO 3	CO-3 Develop the ability to create effective sales strategies, including segmentation, targeting, positioning, and developing unique value propositions for different customer segments.
CO 4	CO-4 Understand and apply sales forecasting techniques to predict future sales performance based on historical data, market trends, and customer behavior.
CO 5	CO-5 Evaluate the role of customer relationship management (CRM) systems in managing customer interactions, improving sales efficiency, and enhancing customer satisfaction and retention.

Course: Industrial Relations & Labor Laws

Course Outcomes	Statement
CO 1	CO-1 Understand the fundamental concepts of industrial relations, including the role of trade unions, employers, and the government in maintaining a balance between labor and management.
CO 2	CO-2 Analyze the legal framework governing industrial relations and labor laws, including major labor legislations such as the Industrial Disputes Act, Trade Unions Act, and Factories Act, and their impact on industrial practices.
CO 3	CO-3 Evaluate the process of industrial dispute resolution, including the roles of mediation, conciliation, arbitration, and adjudication in settling conflicts between employers and employees.
CO 4	CO-4 Understand the rights and duties of workers, including the concepts of collective bargaining, workers' participation in management, and mechanisms for grievance redressal.
CO 5	CO-5 Examine the principles of labor welfare and social security, focusing on the provisions for health, safety, compensation, and retirement benefits under labor laws (e.g., Employees' Provident Fund, Employee State Insurance).

Course: Company Accounts

Course Outcomes	Statement
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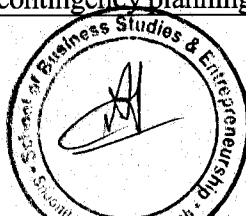
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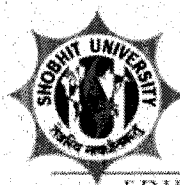
CO 1	CO-1 Understand the key concepts and principles of company accounts, including the structure of financial statements, and the regulatory framework governing company accounting practices.
CO 2	CO-2 Analyze and prepare the financial statements of a company, including the balance sheet, profit and loss account, and cash flow statement, in compliance with accounting standards and regulations.
CO 3	CO-3 Examine the process of issuing shares and debentures, including the accounting treatments for capital structure, share capital, share premium, and related transactions.
CO 4	CO-4 Understand the concepts of dividend distribution, retained earnings, and the preparation of the statement of changes in equity, and apply these in the context of company accounts.
CO 5	CO-5 Apply accounting principles to account for the acquisition of assets, depreciation, and amortization in accordance with the relevant accounting standards and company policies.

Course Outcomes (COs)
6th Semester

Course: Project Management

Course Outcomes	Statement
CO 1	CO-1 Understand the fundamental concepts and principles of project management, including the project life cycle, project objectives, and the role of a project manager in delivering successful projects.
CO 2	CO-2 Analyze the processes involved in project initiation, planning, execution, monitoring, and closure, and evaluate the importance of each phase in achieving project goals.
CO 3	CO-3 Develop the ability to create and manage a detailed project plan, including defining project scope, objectives, timelines, resources, and budget while aligning with organizational goals.
CO 4	CO-4 Understand the key project management methodologies (e.g., Waterfall, Agile, Scrum, Lean) and apply the appropriate methodology to various project scenarios based on project complexity, scope, and requirements.
CO 5	CO-5 Learn how to identify, assess, and mitigate project risks, using risk management techniques such as risk analysis, risk response strategies, and contingency planning.





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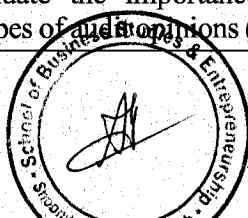
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247341, India
Tel: +91 7830810052
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Course: Goods & Service Tax

Course Outcomes	Statement
CO 1	CO-1 Understand the basic concepts and framework of Goods and Service Tax (GST), including the types of taxes, tax structure, and the significance of GST in the Indian tax system.
CO 2	CO-2 Analyze the various components of GST, including the input tax credit (ITC), output tax liability, and the mechanisms for the collection and payment of GST.
CO 3	CO-3 Develop the ability to differentiate between the various types of GST – Central GST (CGST), State GST (SGST), Integrated GST (IGST), and Union Territory GST (UTGST), and understand their application in intra-state and inter-state transactions.
CO 4	CO-4 Understand the classification of goods and services under GST, and apply the appropriate GST rates for different types of goods and services as per the GST Council's recommendations.
CO 5	CO-5 Learn the procedure for registration under GST, including the criteria for mandatory registration, the process of obtaining GSTIN, and the responsibilities of registered taxpayers.

Course: Auditing

Course Outcomes	Statement
CO 1	CO-1 Understand the fundamental concepts and principles of auditing, including the role of auditors, the nature of audits, and the regulatory framework governing the auditing profession.
CO 2	CO-2 Analyze the different types of audits (e.g., statutory, internal, forensic, government, and compliance audits) and their significance in ensuring financial transparency and accountability.
CO 3	CO-3 Understand the audit process, including audit planning, risk assessment, internal controls, evidence gathering, and documentation, as well as how to apply these steps in various audit engagements.
CO 4	CO-4 Develop the ability to assess the reliability and validity of financial statements and other records through testing, sampling, and analysis of internal control systems to identify any discrepancies or fraudulent activities.
CO 5	CO-5 Evaluate the importance of audit reports, including the different types of audit opinions (e.g., unqualified, qualified, adverse,





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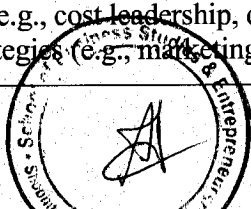
	and disclaimer), and the implications of each on the financial health of the organization.
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Course: International Trade

Course Outcomes	Statement
CO 1	CO-1 Understand the basic concepts of international trade, including the theories, principles, and policies that govern the exchange of goods, services, and capital across borders.
CO 2	CO-2 Analyze the major trade theories (e.g., Comparative Advantage, Huckster-Ohlin Theory, and New Trade Theory) and apply these theories to real-world international trade scenarios.
CO 3	CO-3 Evaluate the role of international trade organizations, such as the World Trade Organization (WTO), International Monetary Fund (IMF), and World Bank, in regulating and facilitating global trade.
CO 4	CO-4 Understand the mechanics of international trade transactions, including the role of exchange rates, trade finance, letters of credit, and payment methods (e.g., bills of exchange, trade credit).
CO 5	CO-5 Examine trade policies, including tariffs, non-tariff barriers, subsidies, and quotas, and evaluate their impact on international trade and the global economy.

Course: Strategic Management

Course Outcomes	Statement
CO 1	CO-1 Understand the fundamental concepts and principles of strategic management, including the formulation, implementation, and evaluation of strategies in organizations.
CO 2	CO-2 Analyze the strategic environment of a business, including both external factors (e.g., market trends, competition, and regulatory environment) and internal factors (e.g., resources, capabilities, and organizational culture) that influence strategy.
CO 3	CO-3 Develop the ability to perform strategic analysis using tools and frameworks such as SWOT analysis, PESTEL analysis, Porter's Five Forces, and the Value Chain analysis to identify strategic opportunities and threats.
CO 4	CO-4 Evaluate various strategic options, including corporate-level strategy (e.g., diversification, mergers, acquisitions), business-level strategy (e.g., cost leadership, differentiation, focus), and functional-level strategies (e.g., marketing, HR, finance).





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CO 5	CO-5 Understand the fundamental concepts and principles of strategic management, including the formulation, implementation, and evaluation of strategies in organizations.
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Course: Training & Development

Course Outcomes	Statement
CO 1	CO-1 Understand the fundamental concepts of training and development, including the importance of employee learning, skill enhancement, and organizational growth in a competitive business environment.
CO 2	CO-2 Analyze the training needs assessment process, including techniques for identifying skill gaps and aligning training programs with organizational goals and employee development needs.
CO 3	CO-3 Develop the ability to design effective training programs using instructional design models (e.g., ADDIE, SAM), and apply adult learning principles to enhance learner engagement and retention.
CO 4	CO-4 Evaluate various training methods and techniques, such as classroom training, e-learning, on-the-job training, simulations, and workshops, and assess their suitability based on learning objectives and audience characteristics.
CO 5	CO-5 Understand the role of technology in training and development, including the use of Learning Management Systems (LMS), virtual classrooms, webinars, and mobile learning to deliver scalable and accessible training solutions.

