

KONGUNADU ARTS AND SCIENCE COLLEGE

(AUTONOMOUS)

COIMBATORE - 641 029



DEPARTMENT OF COMMERCE WITH IT

COURSE OUTCOME
(2022– 2023 and onwards)

SUBJECT CODE: 22UCI101

Programme Code: 22		B.COM (IT)		
Course Code: 22UCI101		CORE PAPER.1 – PRINCIPLES OF ACCOUNTING		
Batch 2022-2023	Semester I	Hours / Week 4	Total Hours 60	Credits 4

Course Objectives

1. To enable the students to learn basic Principles of Accountancy.
2. To make the students skillfully to prepare and present the final accounts of sole trader.
3. To learn about various types of errors and depreciation in accounts.
4. To understand about bank reconciliation statement and accounting for professionals
5. To provide knowledge about consignment and joint ventures

Course Outcomes (CO)

K1	CO1	Recall Accounting Concepts and Conventions and use Accounting rules to Record business transactions in Journal, Ledger and prepare Trial Balance.
K2	CO2	Understanding the preparation Subsidiary Journals including Three Column Cashbook and prepare a Bank Reconciliation Statement.
K3	CO3	Applying different type of expenditure & incomes and reserves and provisions.
K4	CO4	Understanding the conceptual skills to prepare and present the financial Statements of a business with knowledge of depreciation.
K5	CO5	Remembering the bank reconciliation statement and accounting for professionals

SUBJECT CODE: 22UCI102

Programme Code: 22		B. COM (IT)		
Course Code: 22UCI102		CORE PAPER.2– INFORMATION TECHNOLOGY		
Batch 2022-2023	Semester I	Hours / Week 4	Total Hours 60	Credits 4

Course Objectives

1. To understand the importance of managing information in the modern era
2. To provide insight about various forms of computing and application development
3. To provide knowledge about various communication technologies
4. To introduce various IT based applications among students
5. To acquaint students with IT related trends and ethical constraints of informationCourse

Course Outcomes (CO)

K1	CO1	Understanding the importance of internet-based systems in business organizations
K2	CO2	Understanding various forms of computing such as mobile computing, grid computing etc
K3	CO3	Applying various communication technologies at domestic and global level
K4	CO4	Remembering various emerging trends in IT applications
K5	CO5	Understanding the ethical issues and implementing security controls and quality checks

Programme Code: 22		B.COM (IT)		
Course Code: 22UCI203		CORE PAPER .3 – FINANCIAL ACCOUNTING		
Batch	Semester	Hours / Week	Total Hours	Credits
2022-2023	II	6	90	5

Course Objectives

- 1) To explore various methods of calculating and recording depreciation
- 2) To provide understanding about self-balancing ledgers.
- 3) To offer an idea about single entry system of accounts
- 4) To promote knowledge about department and branch accounting
- 5) To facilitate knowledge about hire purchase and installment system of accounting

Course Outcomes (CO)

K1	CO1	Remembering various methods of depreciation accounting in the books of accounts
K2	CO2	Understanding the various techniques of self-balancing ledgers.
K3	CO3	Summarizing single entry method of account keeping.
K4	CO4	Remembering about the accounting practices of departments and branches
K5	CO5	Understanding books of accounts relating to Hire purchase and installment system

SUBJECT CODE: 22UCI2CL

Programme Code: 22		B.COM (IT)		
Course Code: 22UCI2CL		CORE PRACTICAL I - COMPUTER APPLICATIONS – II MS OFFICE & TALLY		
Batch	Semester	Hours / Week	Total Hours	Credits
2022-2023	II	4	60	2

Course Objectives

- 1) To familiarize with working in accounting software.
- 2) To learn to feed various voucher entries
- 3) To understand the basics of working in Tally accounting package

Course Outcomes (CO)

K1	CO1	Obtaining information relating to tally.
K2	CO2	Gaining the skills relating in creation of voucher entries.
K3	CO3	Preparing the final accounts, Interpreting various reports
K4	CO4	Preparation of BRS using tally
K5	CO5	Knowing about Cost Center and its Category.

SUBJECT CODE: 22UCI304

Programme Code: 22		B.COM (IT)		
Course Code: 22UCI304		CORE PAPER.4 – COST ACCOUNTING		
Batch 2022-2023	Semester III	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

1. To enlighten the students on the importance of cost ascertainment reduction and control.
2. To teach the students to calculate the total cost of products and services.
3. To understand the methods of costing adopted by different types of industries.

Course Outcomes (CO)

K1	CO1	Knowing the concept of cost accounting and preparing cost sheet & suitable Apportionment of overheads
K2	CO2	Understanding the different methods in pricing the materials
K3	CO3	Applying appropriate methods to calculate labour cost
K4	CO4	Preparing the accounts relating to process costing
K5	CO5	Evaluating the operating cost in transportation and contract costing

1)

SUBJECT CODE: 22UCI3CL

Programme Code: 22		B.COM (IT)		
Course Code: 22UCI3CL		CORE PRACTICAL. 2 – COMPUTER APPLICATIONS III -SQL		
Batch	Semester	Hours / Week	Total Hours	Credits
2022-2023	III	4	60	3

Course Objectives

- 1) To understand the structured query language to communicate with the database.
- 2) To manipulate the data using SQL (To add, modify, delete and retrieve data).
- 3) To explore the basic commands and functions of SQL.
- 4) To extract information regarding the use of SQL to query a database.

Course Outcomes (CO)

K1	CO1	Familiarizing with the structured query language.
K2	CO2	Performing the basic calculation based upon the queries.
K3	CO3	Applying the theoretical knowledge to create database using SQL.
K4	CO4	Understanding about table creation in DBMS
K5	CO5	Generating reports for the database.

22UCI3A3

Programme Code: 22		B.COM (IT)		
Course Code: 22UCI3A3		Allied Paper 3.– DATABASE MANAGEMENT SYSTEM		
Batch	Semester	Hours / Week	Total Hours	Credits
2022-2023	III	4	75	5

Course Objectives

- 1) To understand the different issues involved in design and implementation of a database system.
- 2) To understand and use data manipulation language to query, update and manage a database.
- 3) To design and build a simple database system and demonstrate competence with the fundamental tasks involved in modeling, designing and

implementing a DBMS.

Course Outcomes (CO)

K1	CO1	Defining the program-data independence, data models for database scheme and database instances.
K2	CO2	Identifying the methodology of relational model.
K3	CO3	Developing an understanding of the differences between first, second and third normal forms.
K4	CO4	Analyzing the Structured Query Language using Network and Hierarchical Models.
K5	CO5	Evaluating the concept of query processing

SUBJECT CODE: 22UGC3S1

Programme Code: 22		B.COM (IT)		
Course Code: 22UGC3S1		SKILL BASED SUBJECT 1 – CYBER SECURITY		
Batch	Semester	Hours / Week	Total Hours	Credits
2022-2023	III	2	30	3

Course Objectives

1. The course introduces the basic concepts of Cyber Security
2. To develop an ability to understand about various modes of Cyber Crimes and Preventive measures
3. To understand about the Cyber Legal laws and Punishments

Course Outcomes (CO)

K1	CO1	To Understand the Concepts of Cybercrime and Cyber Frauds
K2	CO2	To Know about Cyber Terrorism and its preventive measures
K3	CO3	To Analyze about the Internet, Mobile Phone and E-commerce security issues
K4	CO4	To Understand about E-mail and Social Media Issues
K5	CO5	To Describe about various legal responses to Cybercrime

SUBJECT CODE: 22UCI405

Programme Code: 22		B.COM (IT)		
Course Code: 22UCI405		CORE PAPER.5 – CORPORATE ACCOUNTING		
Batch	Semester	Hours / Week	Total Hours	Credits
2022-2023	IV	5	75	5

Course Objectives

- 1) To prepare financial statements of special types of business viz. Banks, Insurance companies.
- 2) To understand the accounting treatment of special transactions of the above business.
- 3) To familiarize with the accounting treatment of shares and debentures.

Course Outcomes (CO)

K1	CO1	Recollecting the basic concepts and terms of Corporate Accounting.
K2	CO2	Understanding the procedures, conventions and rules of accounting Pertaining to issue of shares and prepare ledger accounts.
K3	CO3	Applying the procedures and prospects for redemption of different types of shares and debentures.
K4	CO4	Analyzing the final accounts of a company after redemption of shares.
K5	CO5	Evaluating the banking company accounts

SUBJECT CODE: 22UCI4CL

Programme Code: 22		B.COM (IT)		
Course Code: 22UCI4CL		CORE PRACTICAL.3 – COMPUTER APPLICATIONS IV - C++ PROGRAMMING		
Batch 2022-2023	Semester IV	Hours / Week 4	Total Hours 60	Credits 3

Course Objectives

1. To gain a better understanding of object oriented design and program implementation by using object oriented language features.
2. To understand the use of programming techniques.
3. To understand the knowledge on commerce object oriented programming.

Course Outcomes (CO)

K1	CO1	Developing a new object based on programs.
K2	CO2	Analyzing the calculations of different functions.
K3	CO3	Obtaining the skills to manage the coding.
K4	CO4	Constructing of classes and objects.
K5	CO5	Working with accounting terms using C++.

SUBJECT CODE: 22UCI4A4

Programme Code: 22		B.COM (IT)		
Course Code: 22UCI4A4		ALLIED PAPER 4 : OBJECT ORIENTED PROGRAMMING WITH C++		
Batch 2022-2023	Semester IV	Hours / Week 4	Total Hours 60	Credits 5

Course Objectives

1. To familiarize with the practical knowledge of object oriented programming.
2. To acquire the knowledge of operators and functions in C++.
3. To learn how to design and implement generic classes with C++ templates.

Course Outcomes (CO)

K1	CO1	Solving the problem based upon different data structure and to know about the C++ program.
K2	CO2	Choosing an appropriate data structure for a particular problem.
K3	CO3	Providing the students with the knowledge of opening and closing a file.
K4	CO4	Implementing various concepts relating to the C++ language.
K5	CO5	Understanding the input and output operations.

SUBJECT CODE: 22UCI4S2

Programme Code: 22		B.COM (IT)		
Title of the Paper : SKILL BASED SUBJECT : 2 – MANAGERIAL ECONOMICS				
Batch 2022-2023	Semester IV	Hours / Week 2	Total Hours 30	Credits 1

Course Objectives

1. To learn the concept of economics.
2. To enable the students to know about the various determinants of demand.
3. To know about various factors this influences the production and market situations.

Course Outcomes (CO)

K1	CO1	Recollecting the various functional areas of economics.
K2	CO2	Understanding the basic tools applied in the managerial economics.
K3	CO3	Applying the various techniques for identifying the market conditions of the firm.
K4	CO4	Analyzing the concepts of various pricing methods.
K5	CO5	Evaluating the trends of demand and supply.

SUBJECT CODE: 22UCI506

Programme Code: 22		B.COM (IT)		
Course Code: 22UCI506		CORE PAPER.6 – MANAGEMENT ACCOUNTING		
Batch	Semester	Hours / Week	Total Hours	Credits
2022-2023	V	6	90	4

Course Objectives

1. To encourage the students to study the concept of Management Accounting.
2. To motivate the students to learn the techniques for managerial decision making.
3. To make the students to know about various budgeting techniques.

Course Outcomes (CO)

K1	CO1	Knowing the basic Concepts and relationships of various accounts
K2	CO2	Understanding about Ratios, Working capital and Budgeting.
K3	CO3	Preparing working capital and various Budgets.
K4	CO4	Analyzing cost volume profit and grasping knowledge about managerial application of Marginal Costing.
K5	CO5	Interpreting Fund flow and Cash Flow Statements.

SUBJECT CODE: 22UCI507

Programme Code: 22		B.COM (IT)		
Course Code: 22UCI507		CORE PAPER.7 – MANAGEMENT INFORMATION SYSTEM		
Batch	Semester	Hours / Week	Total Hours	Credits
2022-2023	V	6	90	4

Course Objectives

1. To familiarize the students about the concepts of information system
2. To help them to know the applications of information system in business
3. To encourage the students to understand about E-Communication

Course Outcomes (CO)

K1	CO1	Remembering the system concepts and importance of management information system
K2	CO2	Understanding the MIS models for planning and organizing
K3	CO3	Knowing the application of Hardware and software
K4	CO5	Analyzing various input and output devices
K5	CO5	Interpreting the role of E-Communication in MIS

Subject Code: 22UCI508

Programme Code: 22		B.COM (IT)		
Course Code: 22UCI508		CORE PAPER.8– PROGRAMMING IN VISUAL BASIC		
Batch 2022-2023	Semester V	Hours / Week 6	Total Hours 90	Credits 4

Course Objectives

1. To provide intellectual knowledge to the students in windows programming.
2. To make them to understand the concept of designing forms in Visual basic.
3. To motivate the students to know about the various controls in visual basic.

Course Outcomes (CO)

K1	CO1	Knowing the basic Concepts of Visual Basic.
K2	CO2	Understanding the properties and learning the use of various tools.
K3	CO3	Applying various controls and procedures in form designing and coding.
K4	CO4	Analyzing various functions & procedures of VB and preparing the data reports using links.
K5	CO5	Remembering the selection of data access objects.

SUBJECT CODE: 22UCI5CL

Programme Code: 22		B.COM (IT)		
Course Code: 22UCI5CL		CORE PRACTICAL. 4 – COMPUTER APPLICATIONS V – VISUAL BASIC PROGRAMMING		
Batch 2022-2023	Semester V	Hours / Week 4	Total Hours 60	Credits 2

Course Objectives

1. To provide practical knowledge in Visual Basic Programming.
2. To help the students to understand the concept of designing forms.
3. To encourage the students to learn the application of various tools and properties.

Course Outcomes (CO)

K1	CO1	Knowing about the form designing with tool box.
K2	CO2	Developing the skills to create MDI form and Menu Editor.
K3	CO3	Working with control arrays.
K4	CO4	Creating various views of forms using different controls.
K5	CO5	Evaluating the reports of Visual Basic Programs.

SUBJECT CODE: 22UCI609

Programme Code: 22		B.COM (IT)		
Course Code: 22UCI609		CORE PAPER .09 – PRINCIPLES OF AUDITING		
Batch 2022-2023	Semester VI	Hours / Week 5	Total Hours 75	Credits 4

Course Objectives

- 1) To familiarize the students about the various concepts of Principles of Auditing.
- 2) To make the students to understand the importance of auditing and auditing reports.
- 3) To help the students to gain knowledge about vouching of documents in an organization.

Course Outcomes (CO)

K1	CO1	Knowing about the current Auditing Concepts, Standards and Procedures
K2	CO2	Understanding about Internal checks and Vouching
K3	CO3	Applying different audit process for valuing Assets and Liabilities
K4	CO4	Knowing the role on an Auditor in a company and to interpret the Audit Reports
K5	CO5	Investigating the auditing provisions and E-Auditing

SUBJECT CODE: 22UCI610

Programme Code: 22		B.COM (IT)		
Course Code: 22UCI610		CORE PAPER .10– INTERNET AND WEB DESIGNING		
Batch 2022-2023	Semester VI	Hours / Week 4	Total Hours 60	Credits 4

Course Objectives

1. To Familiarize the students about the concepts of Internet
2. To make the students to understand the concept of web designing
3. To help them to develop the skills to create Hyper Text Markup Language

Course Outcomes (CO)

K1	CO1	Remembering the basic concepts of Internet and HTML
K2	CO2	Understanding the terminologies of Internet technologies, about table creation and application of its properties in HTML
K3	CO3	Learning the application of HTML tags and Frames
K4	CO4	Knowing the various uses of buttons in creating a web page
K5	CO5	Illustrating about the tags for creating webpages.

SUBJECT CODE: 22UCI611

Programme Code: 22		B.COM (IT)		
Course Code: 22UCI611		CORE PAPER .11- INVESTMENT MANAGEMENT		
Batch 2022-2023	Semester VI	Hours / Week 4	Total Hours 60	Credits 4

Course Objectives

1. To give the practical knowledge and theoretical knowledge about investment
2. To make the students to understand about various portfolios available for investment
3. To educate the students to be aware of various investment alternatives

Course Outcomes (CO)

K1	CO1	Remembering the basic Concepts of Investment management.
K2	CO2	Understanding the markets for investment purpose, investment alternatives and Portfolios.
K3	CO3	Studying the application of fundamental analysis in Economy, Industry and Company.
K4	CO4	Analyzing the buying and selling signals using various theories and evaluating the risk and return of portfolio.
K5	CO5	Evaluating the portfolios of various companies.

SUBJECT CODE: 22UCI6CL

Programme Code: 22		B.COM (IT)		
Course Code: 22UCI6CL		CORE PRACTICAL.5 - COMPUTER APPLICATIONS VI HTML AND WEB DESIGNING		
Batch 2022-2023	Semester VI	Hours / Week 4	Total Hours 60	Credits 3

Course Objectives

1. To provide the students about the practical knowledge in HTML programming.
2. To make the students to understand the concept of web designing.
3. To comprehend about Internet and know about various tags and buttons.

Course Outcomes (CO)

K1	CO1	Knowing the creation of web page using HTML.
K2	CO2	Understanding about linking the web pages using Anchor tags.
K3	CO3	Learning about of table creation properties and Buttons in designing a form.
K4	CO4	Gaining knowledge of creating advertisements and invitations.
K5	CO5	Evaluating the results of HTML Programs.

SUBJECT CODE: 22UCI6S3

Programme Code: 22		B.COM (IT)		
Title of the Paper: SKILL BASED SUBJECT : 3 – HUMAN RESOURCE MANAGEMENT				
Batch 2022-2023	Semester VI	Hours / Week 2	Total Hours 30	Credits 1

Course Objectives

1. To provide an over view of Human resource management to the students.
2. To provide emphasized knowledge to the students about work ethics in HRM.
3. To motivate the students to develop leadership qualities in them.

Course Outcomes (CO)

K1	CO1	Remembering the basic Concepts of Human Resource Management
K2	CO2	Understanding the concept of Job analysis and Recruitment Process
K3	CO3	Applying various motivational theories and selection process
K4	CO4	Analyzing the human resource by recruitment and selection
K5	CO5	Interpreting the need of HR in business.

Programme Code: 22		B.COM (IT)	
Batch 2022-2023	ELECTIVE PAPER. 1 – RESEARCH METHODOLOGY		Credits 5

Course Objectives

1. To enlighten the students about the basic research concepts
2. To help the students to learn about the implementation of research methods
3. To motivate the students in developing report writing skills about the research

Course Outcomes (CO)

K1	CO1	Knowing the basic concepts of research methodology.
K2	CO2	Understanding the procedure for research design and sample design.
K3	CO3	Knowing the application of different methods in data collection.
K4	CO4	Framing and analyzing the hypotheses for research.
K5	CO5	Interpreting the research report.

Programme Code: 22		B.COM (IT)	
Batch 2022-2023	ELECTIVE PAPER. 2 – BUSINESS ORGANIZATION AND OFFICE MANAGEMENT		Credits 5

Course Objectives

1. To enlighten the students about the basic of business formation.
2. To help the students to learn about the office management system.
3. To motivate the students in developing share trading skills.

Course Outcomes (CO)

K1	CO1	Understanding the form of business organization
K2	CO2	Knowing about the formation of business.
K3	CO3	Learning about stock exchange and demat account.
K4	CO4	Understanding about office setup.
K5	CO5	Remembering the concept of office layout and its functions.

Programme Code: 22		B.COM (IT)	
Batch 2022-2023	ELECTIVE PAPER. 3 – PRINCIPLES OF MANAGEMENT		Credits 5

Course Objectives

- 1) To cover the basic concepts of management.
- 2) To provide the students with the capability to apply theoretical knowledge insimulated and real life settings.
- 3) To develop the students to work in teams.

Course Outcomes (CO)

K1 to k5	CO1	Familiarizing with the basic concepts of Management and its functions.
	CO2	Practicing the process of management's four functions planning, organizing, leading and controlling.
	CO3	Identifying the key skills required for the contemporary management practice.
	CO4	Applying the skills for motivating leadership qualities.
	CO5	Identifying the key competencies needed to be an effective leader.

Programme Code: 22		B.COM (IT)	
Batch 2022-2023	ELECTIVE PAPER 4 – COMPANY LAW		Credits 5

Course Objectives:

- 1) To cover the basic concepts of Company
- 2) To provide the students with the capability to apply theoretical knowledge in simulated and real life settings.
- 3) To develop the students to work in teams.

Course Outcomes (CO)

K1 to k5	CO1	Familiarizing with the basic concepts of Company and its types.
	CO2	Practicing the process of share capital and its procedure.
	CO3	Identifying the key skills required for the company creation and its documentation.
	CO4	Applying the skills for motivating leadership qualities.
	CO5	Identifying the key competencies needed to be an effective leader.

Programme Code: 22	B.COM (IT)	
Batch 2022-2023	ELECTIVE PAPER. 5 – STRESS MANAGEMENT	Credits 5

Course objectives

1. To understand the strategies for decreasing stressful behaviours and argue
2. Understand and learn how to use various techniques and determine the most appropriate method to aid in managing your reaction to stress.
3. Evaluate models of stress, relate to theoretical knowledge and design and scientifically describe a programme of stress management.

Course Outcomes (CO)

K1 to k5	CO1	Explore the nature of managing stress in today's changing world.
	CO2	Describe coping strategies to prevent and reduce stress.
	CO3	Apply relaxation techniques for dealing and overcoming stress.
	CO4	Discuss the physiology and psychology of stress connecting the mind and body.
	CO5	Design a personal stress management plan.

Programme Code: 22	B.COM (IT)		
Batch 2022-2023	ELECTIVE PAPER. 6 – CONSUMER AFFAIRS		Credits 5

COURSE OBJECTIVES

1. To familiarize the students with their rights and responsibilities as a consumer.
2. To understand the procedure of redress of consumer complaints.
3. To know more about decisions on Leading Cases by Consumer Protection Act.
4. To get more knowledge about Organizational set-up under the Consumer Protection Act
5. To impart awareness about the Role of Industry Regulators in Consumer Protection
6. To understand Contemporary Issues in Consumer Affairs.

COURSE OUTCOMES (CO)

K1 to k5	CO1	Able to know the rights and responsibility of consumers.
	CO2	Understand the importance and benefits of Consumer Protection Act.
	CO3	Applying the role of different agencies in establishing product and service Standards.
	CO4	Analyse to handle the business firms' interface with consumers.
	CO5	Assess Quality and Standardization of consumer affairs

22UHR4N1

Programme Code: 22	B.COM (IT)		
Course Code:22UWR4N2	Part IV -Non- Major Elective – I HUMAN RIGHTS		
Batch 2022-2023	Hours / Week 2	Total Hours 30	Credits 2

Course Objectives

1. To prepare for responsible citizenship with awareness of the relationship between Human Rights, democracy and development.
2. To impart education on national and international regime on Human Rights.
3. To sensitive students to human suffering and promotion of human life with dignity.
4. To develop skills on human rights advocacy
5. To appreciate the relationship between rights and duties
6. To foster respect for tolerance and compassion for all living creature.

Course Outcomes (CO)

	CO1	To understand the hidden truth of Human Rights by studying various theories
--	------------	---

CO2	To acquire overall knowledge regarding Human Rights given by United Nation Commission (UNO).
CO3	To gain knowledge about various organs responsible for Human Rights such as National Human Rights Commission and State Human Right Commission (UNHCR).
CO4	To get habits of how to treat aged person, others and positive social responsibilities.
CO5	To treat and confirm, child, refugees and minorities with positive social justice.

22UWR4N2

Programme Code: 22	B.COM (IT)		
Course Code:22UWR4N2	Part IV -Non- Major Elective –II WOMENS RIGHTS		
Batch 2022-2023	Hours / Week 2	Total Hours 30	Credits 2

Objectives

1. To know about the laws enacted to protect Women against violence.
2. To impart awareness about the hurdles faced by Women.
3. To develop a knowledge about the status of all forms of Women to access to justice.
4. To create awareness about Women's rights.
5. To know about laws and norms pertaining to protection of Women.
6. To understand the articles which enables the Women's rights.
7. To understand the Special Women Welfare laws.
8. To realize how the violence against Women puts an undue burden on healthcare services.

Course Outcomes (CO)

K1 to K5	CO1	Understand the importance of Women's Studies and incorporate Women's Studies with other fields.
	CO2	Analyze the realities of Women Empowerment, Portrayal of Women in Media, Development and Communication.
	CO3	Interpret the laws pertaining to violence against Women and legal consequences.
	CO4	Study the important elements in the Indian Constitution, Indian Laws for Protection of Women.
	CO5	To be Aware of Government Developmental schemes for women and to create Awareness on modernization and impact of technology on Women.

22UCI5X1

Programme Code: 22	COMMERCE WITH IT		
Course Code: 22UCI5X1	EDC – DIGITAL MARKETING		
Batch	Hours / Week	Total Hours	Credits
2022-2023	2	30	3

Course Objectives

1. Identify the key elements of a Google AdWords paid search campaign.
2. Analyze the ways to use data to make SEM decisions.
3. Practice basic skills related to PPC: ad copy writing, match types, bidding, etc.

Course Outcomes (CO)

K1 to K5	CO1	Create a measurable and goal oriented website or marketing plan
	CO2	Identify leading brands and players in the social marketing space.
	CO3	Practice data analysis skills and create a relevant performance report
	CO4	Examine strategies to track and optimize performance of display campaigns
	CO5	Identify the best media type based on advertising goals and targets