

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

Re-accredited by NAAC with 'A' Grade – 3.64 CGPA out of 4 (3rd Cycle)

College of Excellence (UGC)

Coimbatore – 641 029

DEPARTMENT OF COMMERCE (Unaided)

COURSE OUTCOMES (CO)

M.Com.

For the students admitted

In the

Academic Year 2018-2019

Programme Code : 10		Commerce		
Course Code : 18PCM101		C.P.1 Financial Management		
Batch	Semester	Hours / Week	Total Hours	Credits
2018 -19	I	6	90	5

Course Objectives

1. To familiarize the students with the principles and practices of financial management
2. To understand the concepts of Financial Management and their application for managerial decision making.
3. To update the students with the challenges faced by the firm and different problem solving methods

Course Outcomes (COs)

K1	CO1	Keep in mind the concept, tools and techniques available for taking financial decisions
K2	CO2	Know the various theories and approaches of financial management
K3	CO3	Apply the managerial functions in the procurement and use of finance
K4	CO4	Consider the relevant policies and methods for solving the financial problems

Programme Code : 10		Commerce		
Course Code : 18PCM102		C.P. 2 Global Business Environment		
Batch	Semester	Hours / Week	Total Hours	Credits
2018 -19	I	6	90	5

Course Objectives

1. To familiarize the learners with various constituents of business environment
2. To know the need and importance of formulating strategies
3. To understand the challenges in the implementation of strategies

Course Outcomes (COs)

K1	CO1	Keep in mind the factors influencing the business environment
K2	CO2	Understand international investment strategies
K3	CO3	Apply knowledge and abilities in formulating strategies
K4	CO 4	Analyze the various components of international business

Programme Code : 10		Commerce		
Course Code : 18PCM103		C.P.3 Human Resource Management		
Batch	Semester	Hours / Week	Total Hours	Credits
2018 -19	I	6	90	5

Course Objectives

1. To emphasize the skills, ability and knowledge required for the employees
2. To make student aware of the concepts, techniques and practices of human resource development.
3. To know the various functions of HRM.

Course Outcomes (COs)

K1	CO1	Keep in mind the basic concepts of HRM framework
K2	CO2	Understand the goals of HRM and organizational outcomes
K3	CO3	Apply the human resource functions for enduring excellence in management
K4	CO 4	Analyze the essential steps for ensuring effective HR practices

Programme Code : 10		Commerce		
Course Code : 18PCM104		C.P.4 Organizational Behaviour		
Batch	Semester	Hours / Week	Total Hours	Credits
2018 -19	I	6	90	5

Course Objectives

1. To understand the behaviour of people expected in the organization.
2. To make the students to be capable for building effective teams in organizations.
3. To enrich the knowledge of the students about human performance in the organizations

Course Outcomes (COs)

K1	CO1	Keep in mind the framework of organizational behaviour
K2	CO2	Understand the processes and models of organizational behaviour
K3	CO3	Apply personality and leadership traits and styles in bringing desirable changes in the conduct of the organization
K4	CO 4	Analyse the individual and group behaviours of employees

Programme Code : 10		Commerce		
Course Code : 18PCM205		C.P.5 Advanced Corporate Accounting		
Batch	Semester	Hours / Week	Total Hours	Credits
2018 -19	II	6	90	5

Course Objectives

1. To equip the students with accounting methods formatted for the Corporate Bodies from the time of their inception to their liquidation
2. To develop corporate accounting skills and knowledge
3. To know the application of accounting methods in corporates

Course Outcomes (COs)

K1	CO1	Acquire the conceptual knowledge on the fundamentals of corporate accounting
K2	CO2	Understand the accounting procedures used to measure business performance
K3	CO3	Apply a comprehensive knowledge about the latest provisions of the Companies Act while preparing the accounting statements
K4	CO 4	Consider the application of various accounting standards

Programme Code : 10		Commerce		
Course Code : 18PCM206		C.P.6 Security Analysis And Portfolio Management		
Batch	Semester	Hours / Week	Total Hours	Credits
2018 -19	II	6	90	5

Course Objectives

1. To instruct the students with the basic investment concepts and avenues
2. To develop the analytical skills for making investment decision.
3. To update the students with the present stock market trends and operations

Course Outcomes (COs)

K1	CO1	Make them informed about the basic concepts of security analysis
K2	CO2	Understand the different investment alternatives available in the stock market.
K3	CO3	Apply the technical skills for choosing the best investment avenues
K4	CO 4	Analyze the security market trends and various risks associated with investment plans
Programme Code : 10		Commerce

Course Code : 18PCM207		C.P.7 Management of Small Enterprises		
Batch	Semester	Hours / Week	Total Hours	Credits
2018 -19	II	6	90	5

Course Objectives

1. To learn the qualities of entrepreneurship
2. To know the role of entrepreneurs in economic development
3. To understand the constraints and challenges in entrepreneurship

Course Outcomes (COs)

dK1	CO1	Keep in mind the opportunities and issues in undertaking the venture
K2	CO2	Understand the institutional support and documents available
K3	CO3	Apply entrepreneurial skills in using various opportunities
K4	CO 4	Analyze the support and concessions provided by the Government

Programme Code : 10		Commerce		
Course Code : 18PCM208		C.P.8 : Industrial Relations and Labour Law		
Batch	Semester	Hours / Week	Total Hours	Credits
2018 -19	II	6	90	5

Course Objectives

1. To know the conceptual framework on the industrial relations
2. To develop better understanding of industrial and labour law.
3. To keep informed about the contribution of trade unions and the councils towards employees welfare.

Course Outcomes (COs)

K1	CO1	Make them learn the various acts covered in promoting industrial relations
K2	CO2	Know the social security measures provided to protect the employees
K3	CO3	Apply the knowledge to avail various benefits under the welfare schemes of the industries
K4	CO 4	Analyse various case laws and its implications
Programme Code : 10		Commerce

Course Code : 18PCM309		C.P.9 Applied cost Accounting		
Batch	Semester	Hours / Week	Total Hours	Credits
2018 -19	III	5	75	4

Course Objectives

1. To provide a clear understanding of basic concepts, principles and techniques of cost.
2. To let the students to learn the different methods of valuing cost
3. To exercise effective control of material, labour and overheads

Course Outcomes (COs)

K1	CO1	Keep in mind the elements of costs and the features of various costing systems
K2	CO2	Understand the process of costing systems
K3	CO3	Apply the cost accounting methods in evaluating business performance
K4	CO 4	Analyze the methods of implementation of cost and profit and facilitate for price discrimination

Programme Code : 10		Commerce		
Course Code : 18PCM310		C.P.10 Income Tax Law and Practice		
Batch	Semester	Hours / Week	Total Hours	Credits
2018 -19	III	5	75	4

Course Objectives

1. To enable the students to learn the latest provisions of the Indian tax laws
2. To develop the students to assess the total income and tax liability of individual assesses and firms
3. To equip the students with skills and techniques for taking tax sensitive decisions

Course Outcomes (COs)

K1	CO1	Keep in mind the concepts and canons of taxation
K2	CO2	Understand the different types incomes with their taxability and deductibility
K3	CO3	Apply the provisions of income tax act in real life situations
K4	CO 4	Analyze the various deductions to reduce taxable income

Programme Code : 10		Commerce		
Course Code : 18PCM311		C.P.11 International Trade		
Batch	Semester	Hours / Week	Total Hours	Credits
2018 -19	III	5	75	4

Course Objectives

1. To throw light on the concepts and theories of international trade
2. To make the students to understand the foreign exchange market and its operations
3. To facilitate the students to understand the trends and developments of India's foreign trade

Course Outcomes (COs)

K1	CO1	Provide an idea of structure and operations of international business
K2	CO2	Understand the recent EXIM policies and documentation procedures
K3	CO3	Apply the knowledge to draw a framework for evolving suitable international business strategies
K4	CO 4	Consider the recent trends, policies and structure of international trade

Programme Code : 10		Commerce		
Course Code : 18PCM312		C.P.12 Business Research Methods		
Batch	Semester	Hours / Week	Total Hours	Credits
2018 -19	III	5	75	4

Course Objectives

1. To know the significance of social science research
2. To develop the analytical skills of the students
3. To impart the process of report writing

Course Outcomes (COs)

K1	CO1	Remind the process of research
K2	CO2	Understand the different types of research methods and sampling techniques
K3	CO3	Apply statistical tools for analyzing the data
K4	CO 4	Analyze various types of research problems for finding suitable solutions

Programme Code : 10		Commerce		
Course Code : 18PCM413		C.P.13 Management Accounting		
Batch	Semester	Hours / Week	Total Hours	Credits
2018 -19	IV	4	60	3

Course Objectives

1. To obtain knowledge on managerial decision making
2. To analyze and interpret the financial statements
3. To learn the preparation of various financial statements

Course Outcomes (COs)

K1	CO1	Remember the need for the preparation of financial statements
K2	CO2	Understand the tools and techniques management accounting
K3	CO3	Apply financial and non-financial information in decision making.
K4	CO 4	Analyze the complex ideas and tolerate ambiguity in managerial problem solving.

Programme Code : 10		Commerce		
Course Code : 18PCM414		C.P.14 Customs Duty and Goods and Services Tax		
Batch	Semester	Hours / Week	Total Hours	Credits
2018 -19	IV	4	60	3

Course Objectives

1. To learn the procedures and practices of Indirect tax
2. To know the fundamental ideologies on GST
3. To learn the formalities of levy and collection of GST

Course Outcomes (COs)

K1	CO1	Remember the concept, features and basics of indirect tax
K2	CO2	Understand the GST framework
K3	CO3	Apply various provisions of GST Act
K4	CO4	Analyze the structure of GST and the process of levy, collection and filing of returns.

Programme Code : 10		Commerce		
Course Code : 18PCM415		C.P.15 Marketing Research		
Batch	Semester	Hours / Week	Total Hours	Credits
2018 -19	IV	3	45	2

Course Objectives

1. To familiarize the students with the basic concepts and principles of marketing research
2. To develop their conceptual and analytical skills to be able to manage marketing operations of a business firm
3. To explain the tools and techniques of marketing research

Course Outcomes (COs)

K1	CO1	Keep in mind the concepts and principles of marketing research
K2	CO2	Know the processes and types of marketing research
K3	CO3	Apply the research techniques in the marketing decision making.
K4	CO 4	Analyze the practical approaches in conducting marketing research

Programme Code : 10		Commerce		
Course Code : 18PCM4CL		C.Pr.1 Computer Application and Practicals		
Batch	Semester	Hours / Week	Total Hours	Credits
2018 -19	IV	5	75	2

Course Outcomes (COs)

K1	CO1	Remember the methods to construct business and academic documents using computer applications
K2	CO2	Create spread sheets with formulas, graphs and forms
K3	CO3	Develop report presentations and accounting applications using computers
K4	CO 4	Analyze the usage of each menu and its practical application

Programme Code : 10		Commerce		
Course Code :		Elective Paper 1: Bank Management		
Batch	Semester	Hours / Week	Total Hours	Credits
2018 -19		6	90	5

Course Objectives

1. To give comprehensive study on financial and banking system
2. To know the functions and role of banking sector
3. To update the students with the recent developments in the banking sector

Course Outcomes (COs)

K1	CO1	Keep in mind the concepts of banking and its importance
K2	CO2	Understand the banking structure in India
K3	CO3	Apply the knowledge of bank operations in the real life decisions
K4	CO 4	Consider the reforms of banking sector and the initiatives taken by RBI for streamlining the banking practices

Programme Code : 10		Commerce		
Course Code :		Elective Paper 2: Executive Communication		
Batch	Semester	Hours / Week	Total Hours	Credits
2018 -19		6	90	5

Course Objectives

1. To develop written and oral communication skills in students
2. To improve the postgraduates to groom as effective management professionals
3. To inform and make them familiarize with the new trends in communication

Course Outcomes (COs)

K1	CO1	Evoke the principles of effective communications
K2	CO2	Make them to understand the methods and types of communication
K3	CO3	Apply the professional and interactive skills for better communication
K4	CO 4	Analyze the various techniques for preparing and presenting the reports

Programme Code : 10	Commerce		
Course Code : -	Elective Paper 3: Services Marketing		
Batch 2018 -19	Hours / Week	Total Hours	Credits
	6	90	5

Course Objectives

1. To impart the knowledge of service organizations along with marketing mix
2. To develop modern services with quality to attract the consumers
3. To update the students with technological intervention in providing services

Course Outcomes (COs)

K1	CO1	Keep in mind the ideologies of service marketing and its various applications.
K2	CO2	Understand the modern services provided by the service organization
K3	CO3	Apply appropriate marketing mix in various services
K4	CO 4	Analyze suitable strategies for promoting the services

Programme Code : 10	Commerce			
Course Code :	Elective Paper 4: Consumer Behaviour			
Batch	Semester	Hours / Week	Total Hours	Credits
2018 -19		6	90	5

Course Objectives

1. To understand the buying attitude of consumers
2. To develop knowledge on the cultural aspects of consumer behaviour
3. To know the models and strategies of consumer behaviour

Course Outcomes (COs)

K1	CO1	Remember the need and importance of understanding consumer behaviour
K2	CO2	Know the determinants of consumer buying behaviour
K3	CO3	Apply various processes, models and strategies to understand the behaviour of consumers
K4	CO 4	Analyze the processes of consumer buying decisions

Programme Code : 10		Commerce		
Course Code :		Elective Paper 5: Insurance and Risk Management		
Batch	Semester	Hours / Week	Total Hours	Credits
2018 -19		6	90	5

Course Objectives

1. To familiarize the students with the nature and types of insurance business
2. To develop them expertise in managing various risks.
3. To update the recent trends and development in insurance.

Course Outcomes (COs)

K1	CO1	Remember the doctrine of insurance
K2	CO2	Know the various types of insurance policies and the essentials of insurance contract
K3	CO3	Select the best suitable insurance policies
K4	CO 4	Analyse the risks involved in insurance business

Programme Code : 10		Commerce		
Course Code :		Elective Paper 6: International Marketing		
Batch	Semester	Hours / Week	Total Hours	Credits
2018 -19		6	90	5

Course Objectives

1. To impart the concepts of international marketing
2. To keep informed the students with the application of e -marketing
3. To facilitate for taking international marketing decisions

Course Outcomes (COs)

K1	CO1	Remember the need of international marketing
K2	CO2	Comprehend the role of marketing research
K3	CO3	Make use of marketing skills in dealing with international level consumers
K4	CO4	Analyze the processes of international marketing research

Programme Code : 10		Commerce		
Course Code :		Paper 1: Economic Policies and Business		
Batch	Semester	Hours / Week	Total Hours	Credits
2018 -19		6	90	5

Course Objectives

1. To know the application of economic concepts in business
2. To improve the knowledge of monetary and fiscal policies in India
3. To know the effects of globalization

Course Outcomes (COs)

K1	CO1	Keep in mind the present policies of the government
K2	CO2	Know the various structural adjustment programme in India
K3	CO3	Make use of recent changes in economic policies
K4	CO4	Analyse the impact of LPG on Indian economy

Programme Code : 10		Commerce		
Course Code :		Paper 2: Managerial Economics		
Batch	Semester	Hours / Week	Total Hours	Credits
2018 -19		6	90	5

Course Objectives

1. To be aware of the economic concepts, tools and techniques.
2. To encourage the students to start operating in the different markets
3. To keep them update with the changing economic policies of the government

Course Outcomes (COs)

K1	CO1	Keep in mind the concepts and goals of corporates
K2	CO2	Understand the production and cost functions
K3	CO3	Apply economic policies in managerial decisions
K4	CO 4	Analyze the monetary and fiscal policies

Programme Code : 10		Commerce		
Course Code :		Paper 3: Management of Financial Services		
Batch	Semester	Hours / Week	Total Hours	Credits
2018 -19		6	90	5

Course Objectives

1. To emphasis the need for managing various financial services
2. To develop them to deal with innovative financial instruments
3. To keep informed with the recent concepts and practice of financial markets

Course Outcomes (COs)

K1	CO1	Evoke the role of financial service sector
K2	CO2	Know the various types of financial services
K3	CO3	Pertain the skills to manage the financial instruments
K4	CO 4	Analyze the features and benefits of various financial services

Programme Code : 10		Commerce		
Course Code :		Paper 4: Cyber Crimes and Law		
Batch	Semester	Hours / Week	Total Hours	Credits
2018 -19		6	90	5

Course Objectives

1. To highlight types of cyber crimes
2. To throw light on new perspectives of cyber terrorism
3. To update with the legislative provisions

Course Outcomes (COs)

K1	CO1	Keep in mind the different dimension of crimes
K2	CO2	Know the various types of cyber crimes
K3	CO3	Apply preventive measures of cyber crimes
K4	CO 4	Analyze the challenges thrown by cyber crimes in India

Programme Code : 10		Commerce		
Course Code : 18PCM4Z1		Project Work and Viva - voce		
Batch	Semester	Hours / Week	Total Hours	Credits
2018 -19	IV	8	120	4

Course Outcomes (COs)

K1	CO1	Remember the conceptual framework on research methodology
K2	CO2	Understand on the field level realities
K3	CO3	Apply the statistical tools for proving the hypothesis
K4	CO 4	Analyze the data and draw inferences

Programme Code : 10		Commerce		
Course Code : 18PCM0D1		ALC-1 Banking and Financial Services		
Batch	2018 -19	Hours / Week	Total Hours	Credits
				2

Course Objectives

1. To give comprehensive view on financial and banking system
2. To know the financial services rendered by banks
3. To update the students with the recent developments in the banking sector

Course Outcomes (COs)

K1	CO1	Keep in mind the concepts of banking and its importance
K2	CO2	Understand the banking structure in India
K3	CO3	Apply the knowledge on bank operations in financial decision making
K4	CO 4	Analyze the trend and progress of banking sector

Programme Code : 10	Commerce		
Course Code : 18PCM0D2	ALC-2 Insurance Principles and Practice		
Batch 2018 -19	Hours / Week	Total Hours	Credits
			2

Course Objectives

1. To facilitate the students to understand the fundamental principles of insurance business.
2. To enrich knowledge on concepts, procedures and policies of major insurance schemes.
3. To understand the various types of insurances

Course Outcomes (COs)

K1	CO1	Keep in mind the general principles and procedures of various insurance businesses
K2	CO2	Inculcate knowledge on the terms and conditions of each insurance policy.
K3	CO3	Select / suggest suitable insurance policy by comparing the nature, advantages and disadvantages of key policies for the business & life.
K4	CO 4	Apply the skills and knowledge to select suitable insurance policies

Programme Code : 10	Commerce		
Course Code : 18PCM0D3	ALC-3 Advertising Management		
Batch 2018 -19	Hours / Week	Total Hours	Credits
			2

Course Objectives

1. To facilitate the students with the concepts and ideas of creating advertisements
2. To develop them to create innovative advertisement which attracts customers
3. To update the students with the modern trends in advertisements

Course Outcomes (COs)

K1	CO1	Remember the concepts of media and its contribution towards promotion
K2	CO2	Understand the various types of media
K3	CO3	Apply research methods to ensure the effectiveness of advertisements
K4	CO 4	Analyse the patterns advertising agency and the merits and demerits of various types of advertising

Programme Code : 10	Commerce		
Course Code : 18PCM0J1	JOC-1 Customer Relationship Management		
Batch 2018 -19	Hours / Week	Total Hours	Credits
	2	30	2

Course Objectives

1. To make the students to be aware and learn the importance and concepts of customer relationship management in business.
2. To excel knowledge on components, opportunities and ways to choose and implement appropriate CRM strategy.
3. To consider the role and need for customer relationship in business and to progress with enhanced customer satisfaction.

Course Outcomes (COs)

K1	CO1	Bear in mind the scope and functions of customer relationship in business.
K2	CO2	Give better understanding of CRM strategies, planning and execution with proper methods and techniques.
K3	CO3	Apply suitable CRM strategy for customer retention and pleasure to realize the business victory.
K4	CO 4	Recognize the effectiveness of building customer rapport in any business organization for its survival and growth.

Programme Code : 10	Commerce		
Course Code : 18PCM0J2	JOC-2 Tally 9.0 Practical		
Batch 2018 -19	Hours / Week	Total Hours	Credits
	2	30	2

Course Objectives

1. To understand the computer applications in business
2. To solve a range of problem using computers in accounting practices
3. To get practical knowledge on tally accounting.

Course Outcomes (COs)

K1	CO1	Remember the methods to construct business and academic documents using computer applications
K2	CO2	Understand and create final accounts of a company with inventory.
K3	CO3	Apply the skills to create accounting vouchers and to facilitate for GST transactions
K4	CO 4	Analyze the usage of each menu and its practical application

Programme Code : 10	Commerce		
Course Code : 18PCM0J3	JOC-3 Share Trading Operations		
Batch 2018 -19	Hours / Week	Total Hours	Credits
	2	30	2

Course Objectives

1. To provide an overview of the Indian Securities Market.
2. To develop them to deal with innovative financial instruments
3. To update the students with the legal framework

Course Outcomes (COs)

K1	CO1	Make them informed about the theories of investment, risk and return concepts.
K2	CO2	Understand the different security market indicators
K3	CO3	Apply the technical skills for choosing best investment type.
K4	CO 4	Analyze the securities by applying fundamental analysis and technical analysis

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

Re-accredited by NAAC with 'A' Grade – 3.64 CGPA out of 4 (3rd Cycle)

College of Excellence (UGC)

Coimbatore – 641 029

DEPARTMENT OF COMMERCE (Unaided)

COURSE OUTCOMES (CO)

M.Com.

For the students admitted

In the

Academic Year 2019-2020

Programme Code : 10		Commerce		
Course Code : 19PCM101		C.P.1 Financial Management		
Batch	Semester	Hours / Week	Total Hours	Credits
2019 -20	I	6	90	5

Course Objectives

1. To familiarize the students with the principles and practices of financial management
2. To understand the concepts of Financial Management and their application for managerial decision making.
3. To update the students with the challenges faced by the firm and different problem solving methods

Course Outcomes (COs)

K1	CO1	Keep in mind the concept, tools and techniques available for taking financial decisions
K2	CO2	Know the various theories and approaches of financial management
K3	CO3	Apply the managerial functions in the procurement and use of finance
K4	CO4	Consider the relevant policies and methods for solving the financial problems

Programme Code : 10		Commerce		
Course Code : 19PCM102		C.P. 2 Global Business Environment		
Batch	Semester	Hours / Week	Total Hours	Credits
2019 -20	I	6	90	5

Course Objectives

1. To familiarize the learners with various constituents of business environment
2. To know the need and importance of formulating strategies
3. To understand the challenges in the implementation of strategies

Course Outcomes (COs)

K1	CO1	Keep in mind the factors influencing the business environment
K2	CO2	Understand international investment strategies
K3	CO3	Apply knowledge and abilities in formulating strategies
K4	CO 4	Analyze the various components of international business

Programme Code : 10		Commerce		
Course Code : 19PCM103		Executive Communication		
Batch	Semester	Hours / Week	Total Hours	Credits
2018 -19	I	6	90	5

Course Objectives

1. To develop written and oral communication skills in students
2. To improve the postgraduates to groom as effective management professionals
3. To inform and make them familiarize with the new trends in communication

Course Outcomes (COs)

K1	CO1	Evoke the principles of effective communications
K2	CO2	Make them to understand the methods and types of communication
K3	CO3	Apply the professional and interactive skills for better communication
K4	CO 4	Analyze the various techniques for preparing and presenting the reports

Programme Code : 10		Commerce		
Course Code : 19PCM104		C.P.4 Organizational Behaviour		
Batch	Semester	Hours / Week	Total Hours	Credits
2019 -20	I	6	90	5

Course Objectives

1. To understand the behaviour of people expected in the organization.
2. To make the students to be capable for building effective teams in organizations.
3. To enrich the knowledge of the students about human performance in the organizations

Course Outcomes (COs)

K1	CO1	Keep in mind the framework of organizational behaviour
K2	CO2	Understand the processes and models of organizational behaviour
K3	CO3	Apply personality and leadership traits and styles in bringing desirable changes in the conduct of the organization
K4	CO 4	Analyse the individual and group behaviours of employees

Programme Code : 10		Commerce		
Course Code : 19PCM205		C.P.5 Advanced Corporate Accounting		
Batch 2019 -20	Semester II	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

1. To equip the students with accounting methods formatted for the Corporate Bodies from the time of their inception to their liquidation
2. To develop corporate accounting skills and knowledge
3. To know the application of accounting methods in corporates

Course Outcomes (COs)

K1	CO1	Acquire the conceptual knowledge on the fundamentals of corporate accounting
K2	CO2	Understand the accounting procedures used to measure business performance
K3	CO3	Apply a comprehensive knowledge about the latest provisions of the Companies Act while preparing the accounting statements
K4	CO 4	Consider the application of various accounting standards

Programme Code : 10		Commerce		
Course Code : 19PCM206		C.P.6 Security Analysis And Portfolio Management		
Batch 2019 -20	Semester II	Hours / Week 6	Total Hours 90	Credits 5

Course Objectives

1. To instruct the students with the basic investment concepts and avenues
2. To develop the analytical skills for making investment decision.
3. To update the students with the present stock market trends and operations

Course Outcomes (COs)

K1	CO1	Make them informed about the basic concepts of security analysis
K2	CO2	Understand the different investment alternatives available in the stock market.
K3	CO3	Apply the technical skills for choosing the best investment avenues
K4	CO 4	Analyze the security market trends and various risks associated with investment plans

Programme Code : 10		Commerce		
Course Code : 19PCM207		C.P.7 Management of Small Enterprises		
Batch	Semester	Hours / Week	Total Hours	Credits
2019 -20	II	6	90	5

Course Objectives

1. To learn the qualities of entrepreneurship
2. To know the role of entrepreneurs in economic development
3. To understand the constraints and challenges in entrepreneurship

Course Outcomes (COs)

K1	CO1	Keep in mind the opportunities and issues in undertaking the venture
K2	CO2	Understand the institutional support and documents available
K3	CO3	Apply entrepreneurial skills in using various opportunities
K4	CO 4	Analyze the support and concessions provided by the Government

Programme Code : 10		Commerce		
Course Code : 19PCM208		C.P.8 : Industrial Relations and Labour Law		
Batch	Semester	Hours / Week	Total Hours	Credits
2019 -20	II	6	90	5

Course Objectives

1. To know the conceptual framework on the industrial relations
2. To develop better understanding of industrial and labour law.
3. To keep informed about the contribution of trade unions and the councils towards employees welfare.

Course Outcomes (COs)

K1	CO1	Make them learn the various acts covered in promoting industrial relations
K2	CO2	Know the social security measures provided to protect the employees
K3	CO3	Apply the knowledge to avail various benefits under the welfare schemes of the industries
K4	CO 4	Analyse various case laws and its implications

Programme Code : 10		Commerce		
Course Code : 19PCM309		C.P.9 Applied cost Accounting		
Batch	Semester	Hours / Week	Total Hours	Credits
2019 -20	III	5	75	4

Course Objectives

1. To provide a clear understanding of basic concepts, principles and techniques of cost.
2. To let the students to learn the different methods of valuing cost
3. To exercise effective control of material, labour and overheads

Course Outcomes (COs)

K1	CO1	Keep in mind the elements of costs and the features of various costing systems
K2	CO2	Understand the process of costing systems
K3	CO3	Apply the cost accounting methods in evaluating business performance
K4	CO 4	Analyze the methods of implementation of cost and profit and facilitate for price discrimination

Programme Code : 10		Commerce		
Course Code : 19PCM310		C.P.10 Income Tax Law and Practice		
Batch	Semester	Hours / Week	Total Hours	Credits
2019 -20	III	5	75	4

Course Objectives

1. To enable the students to learn the latest provisions of the Indian tax laws
2. To develop the students to assess the total income and tax liability of individual assesses and firms
3. To equip the students with skills and techniques for taking tax sensitive decisions

Course Outcomes (COs)

K1	CO1	Keep in mind the concepts and canons of taxation
K2	CO2	Understand the different types incomes with their taxability and deductibility
K3	CO3	Apply the provisions of income tax act in real life situations
K4	CO 4	Analyze the various deductions to reduce taxable income

Programme Code : 10		Commerce		
Course Code : 19PCM311		C.P.11 Cyber crime and Law		
Batch	Semester	Hours / Week	Total Hours	Credits
2019-2020	III	5	75	4

Course Objectives

1. To highlight types of cyber crimes
2. To throw light on new perspectives of cyber terrorism
3. To update with the legislative provisions

Course Outcomes (COs)

K1	CO1	Keep in mind the different dimension of crimes
K2	CO2	Know the various types of cyber crimes
K3	CO3	Apply preventive measures of cyber crimes
K4	CO 4	Analyze the challenges thrown by cyber crimes in India

Programme Code : 10		Commerce		
Course Code : 19PCM312		C.P.12 Business Research Methods		
Batch	Semester	Hours / Week	Total Hours	Credits
2019 -20	III	5	75	4

Course Objectives

1. To know the significance of social science research
2. To develop the analytical skills of the students
3. To impart the process of report writing

Course Outcomes (COs)

K1	CO1	Remind the process of research
K2	CO2	Understand the different types of research methods and sampling techniques
K3	CO3	Apply statistical tools for analyzing the data
K4	CO 4	Analyze various types of research problems for finding suitable solutions

Programme Code : 10		Commerce		
Course Code : 19PCM413		C.P.13 Account of managers		
Batch	Semester	Hours / Week	Total Hours	Credits
2019 -20	IV	4	60	3

Course Objectives

1. To obtain knowledge on managerial decision making
2. To analyze and interpret the financial statements
3. To learn the preparation of various financial statements

Course Outcomes (COs)

K1	CO1	Remember the need for the preparation of financial statements
K2	CO2	Understand the tools and techniques management accounting
K3	CO3	Apply financial and non-financial information in decision making.
K4	CO 4	Analyze the complex ideas and tolerate ambiguity in managerial problem solving.

Programme Code : 10		Commerce		
Course Code : 19PCM414		C.P.14 Customs Duty and Goods and Services Tax		
Batch	Semester	Hours / Week	Total Hours	Credits
2019 -20	IV	4	60	3

Course Objectives

1. To learn the procedures and practices of Indirect tax
2. To know the fundamental ideologies on GST
3. To learn the formalities of levy and collection of GST

Course Outcomes (COs)

K1	CO1	Remember the concept, features and basics of indirect tax
K2	CO2	Understand the GST framework
K3	CO3	Apply various provisions of GST Act
K4	CO4	Analyze the structure of GST and the process of levy, collection and filing of returns.

Programme Code : 10		Commerce		
Course Code : 19PCM415		C.P.15 Marketing Research		
Batch	Semester	Hours / Week	Total Hours	Credits
2019 -20	IV	3	45	2

Course Objectives

1. To familiarize the students with the basic concepts and principles of marketing research
2. To develop their conceptual and analytical skills to be able to manage marketing operations of a business firm
3. To explain the tools and techniques of marketing research

Course Outcomes (COs)

K1	CO1	Keep in mind the concepts and principles of marketing research
K2	CO2	Know the processes and types of marketing research
K3	CO3	Apply the research techniques in the marketing decision making.
K4	CO 4	Analyze the practical approaches in conducting marketing research

Programme Code : 10		Commerce		
Course Code : 19PCM4CL		C.Pr.1 Computer Application and Practicals		
Batch	Semester	Hours / Week	Total Hours	Credits
2019 -20	IV	5	75	2

Course Outcomes (COs)

K1	CO1	Remember the methods to construct business and academic documents using computer applications
K2	CO2	Create spread sheets with formulas, graphs and forms
K3	CO3	Develop report presentations and accounting applications using computers
K4	CO 4	Analyze the usage of each menu and its practical application

Programme Code : 10		Commerce		
Course Code :		Elective Paper 1: Bank Management		
Batch	Semester	Hours / Week	Total Hours	Credits
2019 -20		6	90	5

Course Objectives

1. To give comprehensive study on financial and banking system
2. To know the functions and role of banking sector
3. To update the students with the recent developments in the banking sector

Course Outcomes (COs)

K1	CO1	Keep in mind the concepts of banking and its importance
K2	CO2	Understand the banking structure in India
K3	CO3	Apply the knowledge of bank operations in the real life decisions
K4	CO 4	Consider the reforms of banking sector and the initiatives taken by RBI for streamlining the banking practices

Programme Code : 10		Commerce		
Course Code :		Elective Paper 2: Executive Communication		
Batch	Semester	Hours / Week	Total Hours	Credits
2019 -20		6	90	5

Course Objectives

1. To develop written and oral communication skills in students
2. To improve the postgraduates to groom as effective management professionals
3. To inform and make them familiarize with the new trends in communication

Course Outcomes (COs)

K1	CO1	Evoke the principles of effective communications
K2	CO2	Make them to understand the methods and types of communication
K3	CO3	Apply the professional and interactive skills for better communication
K4	CO 4	Analyze the various techniques for preparing and presenting the reports

Programme Code : 10	Commerce		
Course Code : -	Elective Paper 3: Services Marketing		
Batch 2019 -20	Hours / Week	Total Hours	Credits
	6	90	5

Course Objectives

1. To impart the knowledge of service organizations along with marketing mix
2. To develop modern services with quality to attract the consumers
3. To update the students with technological intervention in providing services

Course Outcomes (COs)

K1	CO1	Keep in mind the ideologies of service marketing and its various applications.
K2	CO2	Understand the modern services provided by the service organization
K3	CO3	Apply appropriate marketing mix in various services
K4	CO 4	Analyze suitable strategies for promoting the services

Programme Code : 10		Commerce		
Course Code :		Elective Paper 4: Consumer Behaviour		
Batch 2019 -20	Semester	Hours / Week	Total Hours	Credits
		6	90	5

Course Objectives

1. To understand the buying attitude of consumers
2. To develop knowledge on the cultural aspects of consumer behaviour
3. To know the models and strategies of consumer behaviour

Course Outcomes (COs)

K1	CO1	Remember the need and importance of understanding consumer behaviour
K2	CO2	Know the determinants of consumer buying behaviour
K3	CO3	Apply various processes, models and strategies to understand the behaviour of consumers
K4	CO 4	Analyze the processes of consumer buying decisions

Programme Code : 10		Commerce		
Course Code :		Elective Paper 5: Insurance and Risk Management		
Batch	Semester	Hours / Week	Total Hours	Credits
2019 -20		6	90	5

Course Objectives

1. To familiarize the students with the nature and types of insurance business
2. To develop them expertise in managing various risks.
3. To update the recent trends and development in insurance.

Course Outcomes (COs)

K1	CO1	Remember the doctrine of insurance
K2	CO2	Know the various types of insurance policies and the essentials of insurance contract
K3	CO3	Select the best suitable insurance policies
K4	CO 4	Analyse the risks involved in insurance business

Programme Code : 10		Commerce		
Course Code :		Elective Paper 6: International Marketing		
Batch	Semester	Hours / Week	Total Hours	Credits
2019 -20		6	90	5

Course Objectives

1. To impart the concepts of international marketing
2. To keep informed the students with the application of e -marketing
3. To facilitate for taking international marketing decisions

Course Outcomes (COs)

K1	CO1	Remember the need of international marketing
K2	CO2	Comprehend the role of marketing research
K3	CO3	Make use of marketing skills in dealing with international level consumers
K4	CO4	Analyze the processes of international marketing research

Programme Code : 10		Commerce		
Course Code :		Paper 1: Economic Policies and Business		
Batch	Semester	Hours / Week	Total Hours	Credits
2019 -20		6	90	5

Course Objectives

1. To know the application of economic concepts in business
2. To improve the knowledge of monetary and fiscal policies in India
3. To know the effects of globalization

Course Outcomes (COs)

K1	CO1	Keep in mind the present policies of the government
K2	CO2	Know the various structural adjustment programme in India
K3	CO3	Make use of recent changes in economic policies
K4	CO4	Analyse the impact of LPG on Indian economy

Programme Code : 10		Commerce		
Course Code :		Paper 2: Managerial Economics		
Batch	Semester	Hours / Week	Total Hours	Credits
2019 -20		6	90	5

Course Objectives

1. To be aware of the economic concepts, tools and techniques.
2. To encourage the students to start operating in the different markets
3. To keep them update with the changing economic policies of the government

Course Outcomes (COs)

K1	CO1	Keep in mind the concepts and goals of corporates
K2	CO2	Understand the production and cost functions
K3	CO3	Apply economic policies in managerial decisions
K4	CO 4	Analyze the monetary and fiscal policies

Programme Code : 10		Commerce		
Course Code :		Paper 3: Management of Financial Services		
Batch	Semester	Hours / Week	Total Hours	Credits
2019 -20		6	90	5

Course Objectives

1. To emphasis the need for managing various financial services
2. To develop them to deal with innovative financial instruments
3. To keep informed with the recent concepts and practice of financial markets

Course Outcomes (COs)

K1	CO1	Evoke the role of financial service sector
K2	CO2	Know the various types of financial services
K3	CO3	Pertain the skills to manage the financial instruments
K4	CO 4	Analyze the features and benefits of various financial services

Programme Code : 10		Commerce		
Course Code :		Paper 4: Cyber Crimes and Law		
Batch	Semester	Hours / Week	Total Hours	Credits
2019 -20		6	90	5

Course Objectives

1. To highlight types of cyber crimes
2. To throw light on new perspectives of cyber terrorism
3. To update with the legislative provisions

Course Outcomes (COs)

K1	CO1	Keep in mind the different dimension of crimes
K2	CO2	Know the various types of cyber crimes
K3	CO3	Apply preventive measures of cyber crimes
K4	CO 4	Analyze the challenges thrown by cyber crimes in India

Programme Code : 10		Commerce		
Course Code : 19PCM4Z1		Project Work and Viva - voce		
Batch	Semester	Hours / Week	Total Hours	Credits
2019 -20	IV	8	120	4

Course Outcomes (COs)

K1	CO1	Remember the conceptual framework on research methodology
K2	CO2	Understand on the field level realities
K3	CO3	Apply the statistical tools for proving the hypothesis
K4	CO 4	Analyze the data and draw inferences

Programme Code : 10		Commerce		
Course Code : 19PCM0D1		ALC-1 Banking and Financial Services		
Batch	2019 -20	Hours / Week	Total Hours	Credits
				2

Course Objectives

1. To give comprehensive view on financial and banking system
2. To know the financial services rendered by banks
3. To update the students with the recent developments in the banking sector

Course Outcomes (COs)

K1	CO1	Keep in mind the concepts of banking and its importance
K2	CO2	Understand the banking structure in India
K3	CO3	Apply the knowledge on bank operations in financial decision making
K4	CO 4	Analyze the trend and progress of banking sector

Programme Code : 10	Commerce		
Course Code : 19PCM0D2	ALC-2 Insurance Principles and Practice		
Batch 2019 -20	Hours / Week	Total Hours	Credits 2

Course Objectives

1. To facilitate the students to understand the fundamental principles of insurance business.
2. To enrich knowledge on concepts, procedures and policies of major insurance schemes.
3. To understand the various types of insurances

Course Outcomes (COs)

K1	CO1	Keep in mind the general principles and procedures of various insurance businesses
K2	CO2	Inculcate knowledge on the terms and conditions of each insurance policy.
K3	CO3	Select / suggest suitable insurance policy by comparing the nature, advantages and disadvantages of key policies for the business & life.
K4	CO 4	Apply the skills and knowledge to select suitable insurance policies

Programme Code : 10	Commerce		
Course Code : 19PCM0D3	ALC-3 Advertising Management		
Batch 2019 -20	Hours / Week	Total Hours	Credits 2

Course Objectives

1. To facilitate the students with the concepts and ideas of creating advertisements
2. To develop them to create innovative advertisement which attracts customers
3. To update the students with the modern trends in advertisements

Course Outcomes (COs)

K1	CO1	Remember the concepts of media and its contribution towards promotion
K2	CO2	Understand the various types of media
K3	CO3	Apply research methods to ensure the effectiveness of advertisements
K4	CO 4	Analyse the patterns advertising agency and the merits and demerits of various types of advertising

Programme Code : 10	Commerce		
Course Code : 19PCM0J1	JOC-1 Customer Relationship Management		
Batch 2019 -20	Hours / Week	Total Hours	Credits
	2	30	2

Course Objectives

1. To make the students to be aware and learn the importance and concepts of customer relationship management in business.
2. To excel knowledge on components, opportunities and ways to choose and implement appropriate CRM strategy.
3. To consider the role and need for customer relationship in business and to progress with enhanced customer satisfaction.

Course Outcomes (COs)

K1	CO1	Bear in mind the scope and functions of customer relationship in business.
K2	CO2	Give better understanding of CRM strategies, planning and execution with proper methods and techniques.
K3	CO3	Apply suitable CRM strategy for customer retention and pleasure to realize the business victory.
K4	CO 4	Recognize the effectiveness of building customer rapport in any business organization for its survival and growth.

Programme Code : 10	Commerce		
Course Code : 19PCM0J2	JOC-2 Tally 9.0 Practical		
Batch 2019 -20	Hours / Week	Total Hours	Credits
	2	30	2

Course Objectives

1. To understand the computer applications in business
2. To solve a range of problem using computers in accounting practices
3. To get practical knowledge on tally accounting.

Course Outcomes (COs)

K1	CO1	Remember the methods to construct business and academic documents using computer applications
K2	CO2	Understand and create final accounts of a company with inventory.
K3	CO3	Apply the skills to create accounting vouchers and to facilitate for GST transactions
K4	CO 4	Analyze the usage of each menu and its practical application

Programme Code : 10	Commerce		
Course Code : 19PCM0J3	JOC-3 Share Trading Operations		
Batch 2019 -20	Hours / Week	Total Hours	Credits
	2	30	2

Course Objectives

1. To provide an overview of the Indian Securities Market.
2. To develop them to deal with innovative financial instruments
3. To update the students with the legal framework

Course Outcomes (COs)

K1	CO1	Make them informed about the theories of investment, risk and return concepts.
K2	CO2	Understand the different security market indicators
K3	CO3	Apply the technical skills for choosing best investment type.
K4	CO 4	Analyze the securities by applying fundamental analysis and technical analysis