KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)
Re-accredited by NAAC with 'A+' Grade (4thCycle)
College of Excellence (UGC)
Coimbatore–641029

DEPARTMENT OF COMMERCE WITH CA
COURSE OUTCOMES (CO)

M.COM (CA)

For the students admitted in the
Academic Year 2025-2026

Core Paper 1 – Business Finance

Programme Code :14							Programme Name: M. COM CA		
Subject Code	**L**	**T**	**P**	**Credits**	**Total Hours**	**CIA**	**External**	**Total**	**Employability & Entrepreneurship**
25PCC102	**6**	**-**	**-**	**4**	**90**	**25**	**75**	**100**	

Course Objectives

- ➤ To outline the fundamental concepts in finance
- ➤ To estimate and evaluate risk in investment proposals
- ➤ To evaluate leasing as a source of finance and determine the sources of start-up financing
- ➤ To examine cash and inventory management techniques
- ➤ To appraise capital budgeting techniques for MNCs

CO	Course Outcomes	Knowledge level	
CO 1	Remember the important of finance concepts	K 1 to K 5	Remember
CO 2	Understand the risk and determine its impact on return		Understand
CO 3	Apply the explore leasing and other sources of finance for start-ups		Apply
CO 4	Analyse the cash receivable and inventory management techniques		Analyse
CO 5	Evaluate techniques of long-term investment decision incorporating risk factor		Evaluate

Core Paper 2 – Digital Marketing

Programme Code :14							Programme Name: M.COM CA		
Subject Code	**L**	**T**	**P**	**Credits**	**Total Hours**	**CIA**	**External**	**Total**	**Employability / Entrepreneurship**
25PCC102	**6**	**-**	**-**	**4**	**90**	**25**	**75**	**100**	

Course Objectives

- ➤ To assess the evolution of digital marketing
- ➤ To appraise the dimensions of online marketing mix
- ➤ To analyse online consumer behaviour
- ➤ To interpret data from social media and to evaluate game-based marketing

CO	Course Outcomes	Knowledge level	
CO 1	Remember the dynamics of digital marketing	K 1 to K 5	Remember
CO 2	Understand and examine online marketing mix		Understand
CO 3	Apply digital media channels		Apply
CO 4	Analyse and interpret online consumer behaviour		Analyse
CO 5	Evaluate social media data		Evaluate

Core Paper 3 – Banking and Insurance

Programme Code :14							Programme Name: M.COM CA		
Subject Code	**L**	**T**	**P**	**Credits**	**Total Hours**	**CIA**	**External**	**Total**	**Employability & Entrepreneurship**
25PCC103	**6**	**-**	**-**	**4**	**90**	**25**	**75**	**100**	

Course Objectives

- ➤ To understand the evolution of new era banking
- ➤ To explore the digital banking techniques
- ➤ To analyse the role of insurance sector
- ➤ To evaluate the mechanism of customer service in insurance and the relevant regulations
- ➤ To acquire knowledge on risk and its impact in banking and insurance industry

CO	Course Outcomes	Knowledge level	
CO 1	Relate the transformation in banking from traditional to new age	K 1 to K 5	Remember
CO 2	Apply modern techniques of digital banking		Understand
CO 3	Evaluate the role of insurance sector		Apply
CO 4	Examine the regulatory mechanism		Analyse
CO 5	Assess risk mitigation strategies		Evaluate

Core Practical - 1: Computer Applications: I - Audit Automation using Advanced Excel

Programme Code: 14					Programme Name: M.COM CA			
Subject Code	L	T	P	Credits	Total Hours	CIA	External	Total	Skill Development
25PCC1CL	-	-	6	4	90	40	60	100	

Course Objectives

➢ To introduce the elements of Advance Excel
➢ To make the students to understand Advance Excel
➢ To learn about various functions in Advance Excel
➢ To apply the concepts of report generation and interpretation.
➢ To clarify virtual function and variables.

CO	Course Outcomes		Knowledge level
CO 1	Create data file in Excel Sheet		Apply
CO 2	Examine Excel Report and practice mail merges	K 3 to K 5	
CO 3	Conduct various functions in Advance Excel		Analyse
CO 4	Create a data sheet and analyse the report		
CO 5	Automate calculations and interpret the results		Evaluate

Core Paper 4 – Strategic Cost Management

Programme Code :14					Programme Name: M.COM CA			
Subject Code	L	T	P	Credits	Total Hours	CIA	External	Total	Employability & Entrepreneurship
25PCC204	5	-	-	4	75	25	75	100	

Course Objectives

➢ To analyse the aspects of strategic and quality control management
➢ To analyse and select cost control techniques
➢ To apply activity-based costing for decision making
➢ To utilise transfer pricing methods in cost determination
➢ To apply cost management techniques in various sectors

CO	Course Outcomes		Knowledge level
CO1	Discuss strategic cost management and QC		Remember
CO2	Choose the appropriate technique for cost control	K 1 to K 5	Understand
CO3	Utilise activity-based costing in practice		Apply
CO4	Adopt transfer pricing methods		Analyse
CO5	Build cost structure for Agriculture and IT sector		Evaluate

Core Paper 5 – Corporate Accounting

Programme Code :14					Programme Name: M. COM CA			
Subject Code	L	T	P	Credits	Total Hours	CIA	External	Total	Employability / Entrepreneurship
25PCC205	5	-	-	4	75	25	75	100	

Course Objectives

➢ To understand the accounting treatment for issue of shares
➢ To determine profits for fire and marine insurance
➢ To prepare consolidated financial statements
➢ To account for price level changes
➢ To adopt financial reporting standards

CO	Course Outcomes		Knowledge level
CO1	Prepare Financial Statements of companies as per schedule III of Companies Act, 2013.		Remember
CO2	Apply the provisions of IRDA Regulations, 2002 in the preparation of final accounts of Life Insurance and General Insurance Companies.	K 1 to K 5	Understand

CO3	Prepare Consolidated Financial Statements of Holding Companies in accordance with AS21.	Apply
CO4	Assess contemporary accounting methods.	Analyse
CO5	Examine Financial Reporting based on appropriate Accounting Standards and provisions of Companies Act 2013 with respect to Corporate Social Responsibility.	Evaluate

Core Paper 6 – Setting up of Business Entities

Programme Code: 14					Programme Name: M. COM CA			
Subject Code	**L**	**T**	**P**	**Credits**	**Total Hours**	**CIA**	**External**	**Total**	**Employability / Entrepreneurship**
25PCC206	**5**	**-**	**-**	**4**	**75**	**25**	**75**	**100**	

Course Objectives
➢ To understand the start-up landscape and its financing.
➢ To analyse the formation and registration of Section 8 company.
➢ To outline the concept of LLP and business collaboration.
➢ To understand the procedure for obtaining registration and license.
➢ To create awareness about the legal compliances governing business entities.

CO	Course Outcomes		Knowledge level
CO1	Assess the various avenues of acquiring finance to setup a business entity		Remember
CO2	Recall the legal requirements for Section 8 Company	**K1 to K5**	Understand
CO3	Examine the proceedings for LLP and joint venture		Apply
CO4	Describe the registration and licensing procedure		Analyse
CO5	Examine the compliance of regulatory framework		Evaluate

Core Paper 7 – Object Oriented Programming with C++

Programme Code: 14					Programme Name: M. Com CA			
Subject Code	**L**	**T**	**P**	**Credits**	**Total Hours**	**CIA**	**External**	**Total**	**Skill Development**
25PCC207	**5**	**-**	**-**	**4**	**75**	**25**	**75**	**100**	

Course Objectives

➢ To introduce the elements of object-oriented programming and structure of C++ program.
➢ To make the students to understand control flow statements.
➢ To learn about operator overloading, data conversion and inheritance
➢ To apply the concepts of class, method, constructor data abstraction, overloading and polymorphism.
➢ To clarify virtual functions and polymorphism.

CO	Course Outcomes		Knowledge level
CO1	Outline the essential features and elements of the C++ programming language.		Remember
CO2	Understand concepts of inheritance and polymorphism.	**K 1 to K 5**	Understand
CO3	Remember the difference between function overloading and function overriding		Apply
CO4	Write, debug and test basic C++ codes using the approaches introduced in the course.		Analyse
CO5	Incorporate exception handling in object-oriented programs.		Evaluate

Core Practical - 2: ComputerApplications II: Tally & C++

Programme Code :14						Programme Name: M. COM CA			
Subject Code	L	T	P	Credits	Total Hours	CIA	External	Total	Skill Development
25PCC2CM	-	-	5	4	75	40	60	100	

Course Objectives

➢ To help the students to work with accounting software
➢ To learn to feed various voucher entries
➢ To provide an opportunity for students to make connections across courses and institutional goals.
➢ To understand the use of programming techniques.
➢ To understand the knowledge on commerce object-oriented programming.

CO	Course Outcomes		Knowledge level
CO1	Obtaining information relating to tally.		Apply
CO2	Gaining the skills relating in creation of voucher entries.	K 3 to K 5	
CO3	Preparing the final accounts, Interpreting various reports		Analyse
CO4	Constructing of classes and objects.		
CO5	Working with accounting terms using C++.		Evaluate

Core Paper 8 - Taxation

Programme Code: 14						Programme Name: M. COM CA			
Subject Code	L	T	P	Credits	Total Hours	CIA	External	Total	Employability & Entrepreneurship
25PCC308	6	-	-	4	90	25	75	100	

Course Objectives

➢ To identify deductions from income and computation of income for different classes of assesses.
➢ To understand the procedure for filing of returns and tax planning.
➢ To analyse the structure on international business taxation.
➢ To assess Goods and Services Tax and filing GST returns.
➢ To compute customs duty as per Customs Act.

CO	Course outcome		Knowledge Level
CO1	Estimate taxable income		Remember
CO2	File returns and plan taxes	K 1 to K 5	Understand
CO3	Illustrate the nuances of international business taxation		Apply
CO4	Apply the provisions of GST		Analyse
CO5	Assess the provisions of Customs Act		Evaluate

Core Paper 9 – Research Methodology

Programme Code :14						Programme name: M.COM CA			
Subject Code	L	T	P	Credits	Total Hours	CIA	External	Total	Skill Development
25PCC309	6	-	-	4	90	25	75	100	

Course Objectives

➢ To understand the fundamentals of research
➢ To construct theoretical design and formulate hypotheses
➢ To evaluate the data collection techniques
➢ To perform parametric and non-parametric tests
➢ To enhance report writing skills and develop ethical conduct in research

CO	Course Outcomes		Knowledge Level
CO 1	Recall the research concepts and recognise the research problem		Remember
CO 2	Formulate research hypothesis and determine the sample size	K 1 to K 5	Understand
CO 3	Select appropriate method for data collection		Apply
CO 4	Make inferences based on statistical tests		Analyse
CO 5	Draft a research report avoiding plagiarism		Evaluate

Core Practical 3 – Computer Applications III: Computer Application in Business

Programme Code :14					Programme Name: M.COM CA			
Subject Code	L	T	P	Credits	Total Hours	CIA	External	Total	Skill Development
25PCC3CN	-	-	6	4	90	40	60	100	Skill Development

Course Outcomes

- To understand the fundamentals of SPSS
- To compare the values obtained in t-test and ANOVA
- To perform regression and non-parametric tests
- To create company, groups and ledgers and obtain financial statements using Tally Prime
- To understand inventory management and account for goods and services tax

CO	Course outcomes		Knowledge Level
CO 1	Create data file in SPSS		Remember
CO 2	Examine Means of samples	K 1 to K 5	Understand
CO 3	Conduct non-parametric tests		Apply
CO 4	Create a company, form groups and get automated financial statements		Analyse
CO 5	Automate inventory management and GST filing		Evaluate

Core Practical 4: Computer Applications IV: SQL and .Net Programming

Programme Code :14					Programme Name: M.COM CA			
Subject Code	L	T	P	Credits	Total Hours	CIA	External	Total	Skill Development
25PCC3CO	-	-	6	4	90	40	60	100	Skill Development

Course Objectives

- To understand and use data manipulation language to query, update and manage a database.
- To design and build a simple database system in DBMS.
- To understand the usage of SQL.
- To acquire hands-on training in Advance Excel to meet out the requirements in organization.
- To learn functions in Advance Excel to perform basic calculations

CO	Course Outcomes		Knowledge level
CO 1	Identifying the methodology of relational model.		Apply
CO 2	Analysing the Structured Query Language using Network and Hierarchical Models.	K 3 to K 5	
CO 3	Evaluating the concept of query processing		Analyse
CO 4	Gaining the skills relating to creation and modification of documents in VB.Net		
CO 5	Knowing about the applications and usage of VB. Net		Evaluate

Core Paper 11 – Corporate and Economic Laws

Programme Code :14					Programme Name: M.COM CA			
Subject Code	L	T	P	Credits	Total Hours	CIA	External	Total	Employability / Entrepreneurship
25PCC411	7	-	-	5	105	25	75	100	Employability / Entrepreneurship

Course Objectives

- To analyse current and capital account transactions and deal with foreign currency
- To understand unethical competitive practices and forums for redressal of consumers
- To understand the procedure for obtaining patents and copyright under those Acts
- To evaluate offences and punishment for money laundering
- To explain the registration and related procedures under Real Estate Act

CO	Course Outcomes		Knowledge level
CO 1	Recall important provisions of FEMA	K 1 to	Remember
CO 2	Evaluate the provisions of the Competition Act, 2002 and Consumer Protection Act to govern commercial competition and protect a consumer		Understand

CO 3	Recall the process relating to obtaining copyrights and patents.		Apply
CO 4	Examine the provisions of Money Laundering Act		Analyse
CO 5	Analyse the provisions relating to regulation of real estate.		Evaluate

Core Paper 12 – Human Resource Analytics

Programme Code :14						Programme Name: M.COM CA			
Subject Code	L	T	P	Credits	Total Hours	CIA	External	Total	Skill Development/ Employability
25PCC411	7	-	-	5	105	25	75	100	

Course Objectives
➢ To understand the concept and framework of human resource analytics
➢ To evaluate the process of human resource analytics and the relevant research tools
➢ To illustrate the evolution, types and design of HR metrics
➢ To deal with data collection and transformation
➢ To adopt tools and techniques for predictive modelling

CO	Course Outcomes		Knowledge level
CO 1	Examine the concept of human resource analytics		Remember
CO 2	Apply the HR tools and techniques in decision making	K 1 to K 5	Understand
CO 3	Examine the different types of HR metrics and their relative merits		Apply
CO 4	Collect and transform data leading to HR reporting		Analyse
CO 5	Build models for predictive analysis		Evaluate

Core practical 5 – Computer Applications V: Python for Accounting

Programme Code :14						Programme Name: M.COM CA			
Subject Code	L	T	P	Credits	Total Hours	CIA	External	Total	Skill Development
25PCC4CP	-	-	8	4	120	40	60	100	

Course Objectives
➢ To understand the concept and framework of Python
➢ To evaluate the tools used frame and handle data
➢ To illustrate the operators used in Python
➢ To deal with tally using Python
➢ To adopt tools and techniques that can be used for Accounts in Python.

CO	Course Outcomes		Knowledge level
CO 1	Gaining the skills relating to creation and work with Python		Remember
CO 2	Knowing about the operators used in Python		Understand
CO 3	Identifying the terms used for accounting in Python	K 3 to K 5	Apply
CO 4	Analysing the role of Python in visualising		Analyse
CO 5	Evaluating the concept of Tally in Python		Evaluate

Project & Viva-Voce

Programme Code :14						Programme Name: M.COM CA			
Subject Code	L	T	P	Credits	Total Hours	Internal	External	Total	Skill Development
25PCC4Z1	4	-	-	4	60	20	80	100	

Course Objectives
➢ To find out and suggest the ideas related to the practical problems in the field of commerce.
➢ To design a program for conversion of manual work into computerized format in various areas.
➢ To make the students to understand the importance and needs of Research and Project for the benefit of the society.
➢ To enable the student to design small software for their business.
➢ Make the students to understand the importance of report generation.

CO	Course Outcomes		Knowledge level
CO 1	Identifying the practical problems in different areas of Commerce.		Apply
CO 2	Collecting data using various techniques.	K 3 to K 5	
CO 3	Applying statistical tools and analysing the data.		Analyse
CO 4	Designing the computer-based projects, suggest solution and concluding the project.		
CO 5	Giving solution to the problem.		Evaluate

Financial Markets and Institutions

Programme Code :14						Programme Name: M.COM CA			
Subject Code	L	T	P	Credits	Total Hours	CIA	External	Total	Employability & Entrepreneurship
-	5/6	-	-	5	75/90	25	75	100	

Course Objectives

➢ To understand the overview of Indian financial system and SEBI.
➢ To acquire knowledge in banking, small savings, PF, UTI and Mutual funds.
➢ To be aware on the non-banking financial intermediaries and non-bank statutory financial organizations.
➢ To learn investment information and credit rating agency of India Limited.
➢ To make the students to know the Financial institutions.

CO	Course Outcomes		Knowledge level
CO 1	Remember the Financial Market Instruments.		Remember
CO 2	Recollect information about Capital Market, Debt Market and OTCEI		Understand
CO 3	Explore activities of non-financial banking	K 1 to K 5	Apply
CO 4	Assess about various investment information and credit rating agency		Analyse
CO 5	Identify about various financial institutions and related to its working and functions		Evaluate

Indian Stock Exchanges

Programme Code :14						Programme Name: M.COM CA			
Subject Code	L	T	P	Credits	Total Hours	CIA	External	Total	Employability / Entrepreneurship
-	5/6	-	-	5	75/90	25	75	100	

Course Objectives

➢ To understand the overview of Indian Stock Exchange.
➢ To acquire knowledge in Stock Exchange Regulatory Framework.
➢ To be aware on different platforms for trading of securities of various companies.
➢ To Teach about E-commerce Act and Internet Stock Trading.
➢ To summarize about various concepts related internet stock trading features and SEBI functions.

CO	Course Outcomes		Knowledge level
CO 1	Understand the Indian stock exchanges and securities exchange board of India.		Remember
CO 2	Classify and regulate the trading transactions with proper rules and regulations.		Understand
CO 3	Explore activities of the investors of stock exchange	K 1 TO K5	Apply
CO 4	Determine the securities contracts regulation act and important provisions related to SEBI functions workings.		Analyse
CO 5	Examine various basic concepts of internet stock trading features		Evaluate

Goods and Service Tax

Programme Code :14						Programme Name: M.COM CA			
Subject Code	L	T	P	Credits	Total Hours	CIA	External	Total	Employability & Entrepreneurship
-	5/6	-	-	5	75/90	25	75	100	

Course Objectives

➢ Enable students to understand computation of taxable income of various entities.
➢ To acquaint the students with the concepts of tax administration.
➢ To impart deep knowledge about the latest provisions of income tax act.
➢ To develop analytical skill of the provisions of income tax law for planning and management.
➢ To educate learners about procedure for assessment and e-filing.

CO	Course Outcomes		Knowledge level
CO 1	Evaluate the procedure for computing of taxable income under various sources.	K 1 to K 5	Remember
CO 2	Recollect the concept of tax administration and practices.		Understand
CO 3	Utilize the latest provision of income tax act.		Apply
CO 4	Develop the legitimate way of Tax Planning and Management.		Analyse
CO 5	Make use of the procedure for assessment and e-filing.		Evaluate

Institutions Facilitating International Trade

Programme Code :14						Programme Name: M.COM CA			
Subject Code	L	T	P	Credits	Total Hours	CIA	External	Total	Employability / Entrepreneurship
-	5/6	-	-	5	75/90	25	75	100	

Course Objectives

➢ To inculcate the knowledge about International Trade to the students.
➢ To provide information about export promotion in India and related to its agencies.
➢ To learn about WTO.
➢ To promote regional cooperation and integration on facilitating the international trade.
➢ To assessing various international monetary funds and international development fund and its features.

CO	Course Outcomes		Knowledge level
CO 1	Recall the conditions of financial markets and its impact in facilitating the International trade	K 1 to K 5	Remember
CO 2	Demonstrate the role and significance of foreign trade and its markets with its impact on various sectors in the economy.		Understand
CO 3	Identify various concepts based on international development association and features		Apply
CO 4	Examine international monetary fund and concepts its principles		Analyse
CO 5	Evaluate the functioning of Global trading organizations.		Evaluate

Services Marketing

Programme Code :14						Programme Name: M.COM CA			
Subject Code	L	T	P	Credits	Total Hours	CIA	External	Total	Employability / Entrepreneurship
-	5/6	-	-	5	75/90	25	75	100	

Course Objectives

➢ To understand the concepts of service marketing management.
➢ To learn about service marketing process for different types of products and services.
➢ To understand the tools used by marketing managers in decision situations.
➢ To know more about marketing mix for selected marketing services.
➢ To get insight in service quality.

CO	Course Outcomes		Knowledge level
CO 1	Understand the concept of Service Marketing.		Remember
CO 2	Identify the major elements needed to improve the marketing of services	K 1 to K 5	Understand
CO 3	Analyse the role of relationship marketing and customer service in adding value to the customer's perception of a service		Apply
CO 4	Examine the key marketing services and market segmentation		Analyse
CO 5	Evaluate service quality, measurement, causes and problems, principles guiding improving of quality		Evaluate

Marketing of Financial Services

Programme Code :14					Programme Name: M.COM CA			
Subject Code	L	T	P	Credits	Total Hours	CIA	External	Total	Employability & Entrepreneurship
-	5/6	-	-	5	75/90	25	75	100	

Course Objectives

➢ To develop and expand knowledge in the overall marketing environment of financial service.
➢ To understand the key issues and future trends that surround financial service marketing
➢ To be familiar with the nature and scope of various types of financial services.
➢ To know about various services related to insurances and its policies.
➢ To referring various real estate industries about their classification and its mechanism.

CO	Course Outcomes		Knowledge level
CO 1	Recall the marketing of financial services		Remember
CO 2	Appreciate how recent thinking in marketing and services marketing applies to financial services	K 1 to K 5	Understand
CO 3	Identify key issues for marketers of financial services		Apply
CO 4	Interpretation of various reforms and types of insurance services		Analyse
CO 5	Discussing about the concepts based on real estate industry		Evaluate

Database Management System

Programme Code :14					Programme Name: M.COM CA			
Subject Code	L	T	P	Credits	Total Hours	CIA	External	Total	Employability / Entrepreneurship
-	4	-	-	4	60	25	75	100	

Course Objectives

➢ To understand the different issues involved in design and implementation of a data base system.
➢ To understand and use data manipulation language to query, update and manage a database.
➢ To design and build a simple database system and demonstrate competence with the fundamental tasks involved in modelling, designing and implementing a DBMS.

CO	Course Outcomes		Knowledge level
CO 1	Defining the program-data independence, data models for database scheme and database instances.		Remember
CO 2	Identifying the methodology of relational model.	K 1 to K 5	Understand
CO 3	Developing an understanding of the differences between first, second and third normal forms.		Apply
CO 4	Analysing the Structured Query Language using Network and Hierarchical Models.		Analyse
CO 5	Evaluating the concept of query processing.		Evaluate

Information Security

Programme Code :14					Programme Name: M.COM CA			
Subject Code	**L**	**T**	**P**	**Credits**	**Total Hours**	**CIA**	**External**	**Total**	**Employability / Entrepreneurship**
25PCC3N1	**4**	**-**	**-**	**4**	**60**	**25**	**75**	**100**	

Course Objectives
- ➢ Students will identify the core concepts of Information security.
- ➢ To examine the concepts of Information Security.
- ➢ To design and implement the security features for IT and Industrial sectors.

CO	Course Outcomes		Knowledge level
CO 1	To Learn the principles and fundamentals of information security.		Remember
CO 2	To Demonstrate the knowledge of Information security concepts	K 1 to K 5	Understand
CO 3	To Understand about Information Security Architecture.		Apply
CO 4	To Analyze the various streams of security in IT and Industrial sector.		Analyse
CO 5	To know about Cyber Laws and Regulations.		Evaluate

Principles of International Trade

Programme Code :14					Programme Name: M.COM CA			
Subject Code	**L**	**T**	**P**	**Credits**	**Total Hours**	**CIA**	**External**	**Total**	**Employability / Entrepreneurship**
-	**4**	**-**	**-**	**4**	**60**	**25**	**75**	**100**	

Course Objectives
- ➢ To be familiar with the process of international and domestic trade procedures.
- ➢ To Form a base of policy framework in international trading with special emphasis on India.
- ➢ To appraise the documentation procedures and its sanctity in international business.
- ➢ To know more about international investments and factors affecting international investments
- ➢ To Summarize Multinational Corporation and about the Globalizations

CO	Course Outcomes		Knowledge level
CO 1	Remember the major models of international trade and Global Economy		Remember
CO 2	Analyze various terms of trade	K 1 to K 5	Understand
CO 3	Understand the Tariffs and Taxes of International Trade		Apply
CO 4	Analyze the various International investments and factors affecting International Trade		Analyse
CO 5	Evaluate concepts of Multinational corporation and Globalizations.		Evaluate

E – Commerce

Programme Code :14					Programme Name: M.COM CA			
Subject Code	**L**	**T**	**P**	**Credits**	**Total Hours**	**CIA**	**External**	**Total**	**Employability & Entrepreneurship**
-	**4**	**-**	**-**	**4**	**60**	**25**	**75**	**100**	

Course Objectives
- ➢ To Gain knowledge about E-commerce and various Internet terminologies.
- ➢ To make the students to know about various security concepts in Electronic commerce.
- ➢ To enlighten the minds of students about E-Payment system.
- ➢ To know about consumer-oriented applications.
- ➢ To get in-depth knowledge about various electronic payment systems.

CO	Course Outcomes	Knowledge level
CO 1	Knowing the basic Concepts of E-Commerce	Remember

CO 2	Understanding the EDI Software implementation and the concepts of Electronic Payment systems	K1 TO K5	Understand
CO 3	Implementing the legal frame works and security concepts		Apply
CO 4	Analyzing various Business models of E-Commerce		Analyse
CO 5	Observing about E-payment systems		Evaluate

EDC Paper 1 – HOSPITALITY SERVICES

Programme Code: 14						Programme Name: M.COM CA			
Subject Code	**L**	**T**	**P**	**Credits**	**Total Hours**	**CIA**	**External**	**Total**	**Employability / Entrepreneurship**
25PCC3X1	**2**	**-**	**-**	**4**	**30**	**100**	**-**	**100**	

Course Objectives

- ➢ To make the students to understand the concept of Tourism.
- ➢ To learn about Tourism Marketing and Market Segmentation.
- ➢ Identify the Marketing Mix for Tourism Management.
- ➢ Make learner to understand about Hospitality Management.
- ➢ Summarize the behavioural profile of users related to hotel marketing.

CO	Course Outcomes		Knowledge level
CO1	Remember the concept of Tourism and its Significance.	K 1 to K 5	Remember
CO2	Analyse the Tourism Marketing and its Segmentation		Understand
CO3	Recollect the marketing strategies for travel and hospitality destinations and organizations.		Apply
CO4	Examine about various hospitality services and its classification.		Analyse
CO5	Evaluate the behavioural profile of users and hotel marketing in Indian perspective.		Evaluate