

**KONGUNADU ARTS AND SCIENCE COLLEGE  
(AUTONOMOUS)  
COIMBATORE-641029**



**DEPARTMENT OF COMMERCE (UG)**

**CURRICULUM AND SCHEME OF  
EXAMINATIONS  
(2022 – 2023 and onwards)**

<b>ProgrammeCode:13</b>		Programme Name:B COM		
<b>CourseCode:22UCM101</b>		Core Paper 1–Financial Accounting I		
Batch 2022-2023	Semester I	Hours/Week 6	Total Hours 90	Credits 5

### Course Objectives

1. To understand the basic accounting concepts and conventions of accounting.
2. To know how the transactions are entered in Double entry book keeping system and various books of accounts.
3. To prepare the final accounts of an organization and to examine the financial data.

### Course Outcomes(CO)

KI– K5	CO1	Developing the ability to use accounting concepts and principles.
	CO2	Understanding the nature and purpose of financial statement.
	CO3	Demonstrating the ability to use a basic accounting system to create (record, classify and summarize) the business transactions.
	CO4	Analyzing the accounting skills for balancing the accounts
	CO5	Evaluating the effects of business transaction in an organization.

<b>Programme Code: 13</b>		Programme Name: B COM		
<b>CourseCode:22UCM102</b>		CorePaper2–Business Organization and Management		
Batch 2022-2023	Semester I	Hours/Week4	Total Hours 60	Credits 3

### Course Objectives

1. To remember the theories and understand the importance of locating and sizing of the business unit
2. To identify the key competencies needed to be an effective manager.
3. To provide the ability to apply theoretical knowledge in simulated and real-life settings.

### Course Outcomes(CO)

KI-K5	CO1	Understanding the basic concepts of business organizations and Management
	CO2	Identifying the factors involved in determining the formation of business units and Management
	CO3	Applying the ethics of business in the ordinary trade and Identifying the importance of the management process.
	CO4	Gaining the knowledge on the applicability of the recent trends involve in various supporting institutions and secondary market
	CO5	Demonstratingcriticalthinkingwhenpresentedwithmanagerialproblems.

<b>ProgrammeCode:13</b>		Programme Name:B COM		
<b>CourseCode: 22UCM1A1</b>		AlliedPaper1-Business Economics		
Batch 2022-2023	Semester I	Hours/Week6	TotalHours 90	Credits 5

### Course Objectives

1. To realize the Nature and Scope of Economics
2. To learn and apply the various theories and practices involved in Business Economics
3. To grasp knowledge on the concept of National Income

**Course Outcomes(CO)**

K1-K5	CO1	Attaining responsiveness on the basics of Economics
	CO2	Recognizing the market conditions that prevail in the global trade
	CO3	Relating the theories and practices of Economics to ordinary business
	CO4	Discovering the significance of National Income and its categories in Developing an economy
	CO5	Evaluating the perspective to business situations

<b>ProgrammeCode:13</b>		Programme Name:B COM		
<b>CourseCode:22UCM203</b>		CorePaper3–Financial Accounting II		
Batch 2022-2023	Semester II	Hours/Week6	TotalHours 90	Credits 5

**Course Objectives**

1. To acquire knowledge about general aspects and concepts of business operations.
2. To understand the problems and procedures of business accounting.
3. To prepare the various business statements.

**Course Outcomes(CO)**

K1-K5	CO1	Understandingthenatureandpurposeofthebusinessaccountingandremememberingits concepts.
	CO2	Describing the accounting principles and regulations in accordance with the appropriate standard.
	CO3	Demonstrate and determine the impacts of accounting in various business statements.
	CO4	Analyze the Knowledge in the practical applications of accounting to have a good command on analytical methods and decision–making tools.
	CO5	Evaluate the effects of different accounting methods on the financial standards

<b>ProgrammeCode:13</b>		Programme Name:B COM		
<b>CourseCode:22UCM204</b>		Core Paper4-Modern Banking		
Batch 2022-2023	Semester II	Hours/Week4	Total Hours 60	Credits 3

#### Course Objectives

1. To provide introduction to the concepts of banking system and its different aspects in modern banking activities.
2. To understand the various functions of RBI and Commercial banks.
3. To study about the services provided by banks.

#### Course Outcomes(CO)

K1-K5	CO1	Recognizing the various concepts of banking theory.
	CO2	Identifying the various services and functions of banking sector
	CO3	Discovering the crucial relationship between the bankers and its Clients
	CO4	Applying of banking ideas in Business life
	CO5	Evaluate on the practical knowledge in opening of various bank accounts

<b>Programme Code: 13</b>		Programme Name:B COM		
<b>Course Code:22UCM2A2</b>		Allied Paper2-International Trade		
Batch 2022-2023	Semester II	Hours/Week 6	TotalHours 90	Credits 5

#### Course Objectives

1. To explore the prime facts of international trade
2. To know about the application of various export and import documents
3. To understand the role of International and Economic institutions for global trade

#### Course Outcomes(CO)

K1-K5	CO1	Acquiring knowledge on the fundamentals of International trade
	CO2	Understanding the different terms used in International trade
	CO3	Applying the concepts and theories of international trade in real business
	CO4	Gaining awareness about the organizations and its working on International Trade
	CO5	Evaluating International trade on economic development

<b>Programme Code:13</b>		Programme Name:B COM		
<b>CourseCode:22UCM305</b>		CorePaper5–Higher Financial Accounting		

Batch 2022-2023	Semester III	Hours/Week6	Total Hours90	Credits 5
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### Course Objectives

1. To integrate knowledge and skill that will sustain an environment of learning and creativity.
2. To assist to serve the needs of those who intend to work in the business houses or start Their own businesses.
3. To enable a student to be capable of making decisions at all levels of management.

### Course Outcomes(CO)

KI-K5	CO1	Describing the conceptual framework of Partnership accounting.
	CO2	Identifying the events that need to be recorded in the accounting records.
	CO3	Acquiring knowledge about general aspects of partnership business operations
	CO4	Demonstrating the working of the Insurance claims.
	CO5	Evaluating the various accounting standards

<b>Programme Code:13</b>		Programme Name:B COM		
<b>CourseCode:22UCM306</b>		Core Paper6–Enterprise information system		
Batch 2022-2023	Semester III	Hours/Week5	Total Hours75	Credits 2

### Course Objectives

1. To understand the basic concepts of ECommerce.
2. To know the modern Enterprise Information Systems.
3. To develop students' practical skills in the use of enterprise information systems

### Course Outcomes(CO)

K1-K5	CO1	Understanding the basic concepts of ECommerce
	CO2	Identifying the components of an Enterprise information system
	CO3	Applying the strategies for implementing enterprise information systems as well as criteria for selecting/evaluating different systems.
	CO4	Gaining the knowledge different types of enterprise information systems and the roles they play within an organization
	CO5	Demonstrate skills in using industry proven enterprise information systems

<b>Programme Code:13</b>		Programme Name:B COM		
<b>CourseCode:22UCM307</b>		CorePaper7– Commercial Law		
Batch 2022-2023	Semester III	Hours/Week 5	Total Hours 75	Credits 3

### Course Objectives

1. To impart the knowledge of the general principles of law of contract
2. To provide the understanding of the classification and components of contract

3. To inculcate the provisions to sale of goods act 1930

**Course Outcomes(CO)**

K1-K5	CO1	Remember the various provisions and procedures relating to law of Contract
	CO2	Understand the damages occurring due to breach of contract
	CO3	Apply the rules of contract of Indemnity and guarantee
	CO4	Analyze the different laws related to agencies
	CO5	Evaluate the basic concepts regarding sale of goods act and the agreement to sell

<b>Programme Code:</b> 13		Programme Name:B COM		
<b>Course Code :</b> 22UCM308		Core Paper 8–Principles of Marketing		
Batch 2022-2023	Semester III	Hours/Week4	Total Hours 60	Credits 3

**Course Objectives**

1. To identify the concepts of marketing and the role of marketing in business and society.
2. To develop marketing strategies and demonstrate the various concepts.
3. To examine the marketing problems and provide solution based on marketing information.

**Course Outcomes (CO)**

K1-K5	CO1	Remembering the basic concepts of modern marketing and marketing ethics.
	CO2	Understanding the importance of customer buying behavior and customer relation marketing
	CO3	Applying the knowledge on setting of sales promotional strategies
	CO4	Analyzing the market condition towards pricing and distribution channels
	CO5	Evaluate the applicability on the recent trends in marketing

<b>Programme Code:</b> 13		COMMERCE		
<b>Course Code:</b> 22UGC3S1		Skill Based Subject–1-Cyber Security		
Batch 2022-2023	Semester III	Hours/Week 2	Total Hours 30	Credits 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-K5	CO1	To Understand the Concepts of Cyber crime and Cyber Frauds
	CO2	To Know about Cyber Terrorism and its preventive measures
	CO3	To Analyze about the Internet, Mobile Phone and E-commerce security issues

CO4	To Understand about E-mail and Social Media Issues
CO5	To Describe about various legal responses to Cyber crime

<b>Programme Code: 13</b>		Programme Name: B COM		
<b>Course Code: 22UCM409</b>		Core Paper 9 – Corporate Accounting		
Batch 2022-2023	Semester IV	Hours/Week 6	Total Hours 90	Credits 5

#### **Course Objectives**

1. To make students to understand the practices of stock issuing company
2. To guide the students to prepare final accounts as per the Company Law requirements
3. To develop the knowledge of the students in the preparation of accounts during mergers, liquidation etc.

#### **Course Outcomes(CO)**

K1-K5	CO1	Demonstrate the values involved in the accounting of a corporate.
	CO2	Understand and establish ideas and standards in preparing the accounting system of a corporate.
	CO3	Enhance the ability to prepare consolidated accounts for a corporate group.
	CO4	Analyze the practical applications of mergers and liquidation of corporate.
	CO5	Evaluate on interpreting the statement of Affairs

<b>ProgrammeCode:13</b>		Programme Name:B COM		
<b>CourseCode:22UCM410</b>		CorePaper10– Company Law		
Batch20 22-2023	Semester IV	Hours / Week5	TotalHours 75	Credits 3

### Course Objectives

1. To acquaint the knowledge of fundamental concepts of company law2013
2. To provide the intuitiveness of the different kinds of companies
3. To accustom the importance of the various documents of the company

### Course Outcomes(CO)

K1-K5	CO1	Remembering the procedures for formation and registration of a company
	CO2	Understanding the importance of memorandum and articles of Association
	CO3	Acquiring knowledge on the various ways of raising capital
	CO4	Examining the procedures on company management
	CO5	Evaluate on the knowledge acquired in procedures on company meetings and resolutions

<b>ProgrammeCode:13</b>		Programme Name:B COM		
<b>Course Code: 22UCM411</b>		CorePaper11-Financial Management		
Batch20 22-2023	Semester IV	Hours/Week5	TotalHours 75	Credits 3

### Course Objectives

1. To gain knowledge and skills to identify problems in the area of Finance.
2. To Understand the risk involved in the context of financial decision making
3. To identify the concepts and theories in financial Management and its practical applicability

### Course Outcomes(CO)

K1-K5	CO1	Remembering the scope of financial Management and its role in successful Business
	CO2	Understanding various tools and techniques used information of capital structure, determine cost of capital and framing of Dividend policy
	CO3	Apply financial information to recommend and justify Solutions to financial problems
	CO4	Analyzing the several management policies involved in Finance
	CO5	Evaluate the dividend policy of a company

<b>Programme Code:13</b>		Programme Name:B COM		
<b>CourseCode:22UCM412</b>		Core Paper12-Business Communication		
Batch 2022-2023	Semester IV	Hours/Week 4	Total Hours 60	Credits 2

### Course Objectives

1. To determine the need for communication in business
2. To learn about the grounding of Business letters
3. To prepare effectual and prominent Business Report

<b>Programme Code:13</b>		Programme Name:B COM		
<b>CourseCode:22UCM513</b>		CorePaper13–Higher Corporate Accounting		
Batch20 22-2023	Semester V	Hours/Week6	TotalHours 90	Credits 5

### Course Outcomes(CO)

KI-K5	CO1	Remember the requirements of communication in a company
	CO2	Understand about the various business letters implicated in the course of Business
	CO3	Apply the design of different business correspondence in the factual business Communication
	CO4	Analyze the importance of verbal and nonverbal Report
	CO5	Evaluate the basic preparation for various types of interviews

<b>Programme Code: 13</b>		Programme Name:B COM		
<b>CourseCode:22UCM4SL</b>		SkillBasedSubject–2 Computer Application (MS-Office)Practical–I		
Batch 2022-2023	Semester IV	Hours/Week 2	Total Hours 30	Credits 3

### Course Objectives

1. To know about components of computer and it's working.
2. To create a word document, a worksheet, a slide in a power point and a table in MS-Access.
3. To know to create documentation, innovative presentation and table preparation

### Course Outcomes(CO)

K3 – K5	CO1	Acquire and apply the computer knowledge in different aspects of business
	CO2	Get an insight knowledge on Ms-Office
	CO3	Develop the working with Ms-Word and Ms-Excel
	CO4	Get the knowledge application on effective power point presentation and uphold the database

	CO5	Preparation of reports in various application of Ms-office
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### Course Objectives

1. To acquire knowledge in the concepts of Company Accounting.
2. To understand the regulations and schedules of Company Accounts.
3. To prepare the various company accounts like Banking, Insurance etc.

### Course Outcomes (CO)

K1-K5	CO1	Remembering the nature and purpose of company accounts.
	CO2	Understanding the company accounting principles and regulations in accordance with the companies Act.
	CO3	Determining the various schedules of corporate accounting.
	CO4	Analyze knowledge in the practical applications of corporate accounting of Banking and insurance.
	CO5	Evaluating the valuation methods of Goodwill and shares

### Course Objectives

1. To create knowledge in the field of cost accounting

<b>Programme Code: 13</b>		Programme Name :B COM		
<b>CourseCode:22UCM514</b>		Core Paper 14–Cost Accounting		
Batch20 22-2023	Semester V	Hours/Week6	TotalHours 90	Credits 4

2. To study about the various methods of costing that is used in business
3. To workout the various cost concepts

### Course Outcomes (CO)

K1-K5	CO1	Understand the several cost concepts in evolved business
	CO2	Recognize the importance of material issues and its pricing
	CO3	Apply the method simplicated in cost for a better industrial Performance
	CO4	Analyze the concepts of overhead costs
	CO5	Evaluating the various cost accounting methods

<b>Programme Code:</b> 13		Programme Name :B COM		
<b>Course Code:</b> 22UCM515		Core Paper 15-Direct Tax		
Batch20 22-2023	Semester V	Hours/Week6	TotalHours 90	Credits 4

#### Course Objectives

1. To understand the basic concepts of Income Tax Act.
2. To calculate the various heads of taxable in command exempted income.
3. To compute tax of various incomes and filing of returns.

#### Course Outcomes (CO)

K1-K5	CO1	Develop the ability of basic concepts and principles of income tax.
	CO2	Understand the purpose and scope of income tax.
	CO3	Apply the various types of incomes in all the heads.
	CO4	Compute the taxable incomes and exempted incomes and filing of returns.
	CO5	Evaluating the different kinds of residential status and compute the taxable income of an assessee.

<b>ProgrammeCode:</b> 13		Programme Name :B COM		
<b>CourseCode:</b> 22UCM516		Core Paper 16-Business Research Methods		
Batch20 22-2023	Semester V	Hours/Week5	TotalHours 75	Credits 3

#### Course Objectives

1. To understand the research process and how it applies to the field of business management.
2. To apply the major types of researched signs.
3. To develop skills of literacy, inquiry, presentation and interpretation.

#### Course Outcomes (CO)

K1-K5	CO1	Remembering the ethical issues associated with the conduct of research.
	CO2	Understanding the business problems and effective ways to answer those problems
	CO3	Applying the modules to formulate and present effective research reports.
	CO4	Analyze and summaries key issues for further research.
	CO5	Evaluate on the knowledge of interpretation techniques and its significance

UCM49		22UCM617		
<b>ProgrammeCode:13</b>		Programme Name: B COM		
<b>CourseCode:22UCM617</b>		CorePaper17–Management Accounting		
Batch20 22-2023	Semester VI	Hours/Week 5	Total Hours7 5	Credits 4

#### Course Objectives

1. To obtain the knowledge of Management accounting and techniques.
2. To understand the procedures of Ratio Analysis.
3. To prepare the ratio analysis and flows of statement.

#### Course Outcomes (CO)

K1-K5	CO1	Able to know objectives and needs of management accounting.
	CO2	Understand the classification of ratios and statement.
	CO3	Demonstrate the ratios and budgetary control.
	CO4	Develop the Knowledge in the practical applications of ratios, fund flow and cash flow statement will have a good command on decision- making tools.
	CO5	Evaluating the different kinds of budgets

Programme Code:13		Programme Name: B COM		
<b>CourseCode:22UCM618</b>		Core Paper 18–Indirect Tax		
Batch 2022-2023	Semester VI	Hours/Week 5	Total Hours 75	Credits 3

#### Course Objectives

1. To create awareness about the basic indirect taxation principles among the students.
2. To provide the students with sufficient knowledge about GST and its working in India.
3. To enhance the skills of the students related to Custom duty etc.

#### Course Outcomes (CO)

K1-K5	CO1	Exemplify the Laws and Acts involved in Indirect Taxation
	CO2	Deduce the working of Goods and Services Tax and its need for development of an economy
	CO3	Employ the ideas to prepare an effective Taxation frame work in real time business and make benefit out of it
	CO4	Applying the uses of GST and custom duties.
	CO5	Evaluating the tax liability, tax exemption, tax imposition and deductions Under GST and custom duties
<b>ProgrammeCode:13</b>		Programme Name: B COM

<b>Course Code:22UCM619</b>		Core Paper19–Auditing		
Batch20 22-2023	Semester VI	Hours/Week5	TotalHours 75	Credits 3

**Course Objectives**

1. To study about the fundamentals of auditing and examine the book of accounts.
2. To apply auditing ideas and concepts in organization to evaluate the financial statements
3. To recognize about the various stages of auditing

**Course Outcomes (CO)**

K1-K5	CO1	Perceiving the basic concepts of auditing and working of an auditor.
	CO2	Understanding the recent trends in auditing and auditing activities taken place in an organization
	CO3	Analyzing the verification and valuation of assets and liabilities
	CO4	Gaining knowledge on audit of share capital and share transfer
	CO5	Evaluating overall auditing strategy, Role and responsibilities of an auditor

<b>Programme Code:13</b>		Programme Name: B COM		
<b>Course Code:22UCM620</b>		Core Paper20–Entrepreneurial Development		
Batch 2022-2023	Semester VI	Hours/Week 4	Total Hours 60	Credits 2

**Course Objectives**

1. To know the basic acquaintance about the entrepreneurship.
2. To understand about the various institutional assistance and subsidies provided to an entrepreneur
3. To have a lucid idea on project formulation and report evaluation

**Course Outcomes (CO)**

K1-K5	CO1	Remembering the various characteristics and phases in entrepreneurship.
	CO2	Understanding the financial and technical assistance offered to the entrepreneurs
	CO3	Analyzing the problems faced by the small scale entrepreneurs
	CO4	Applying the ideas in the formulation and evaluation of project report
	CO5	Evaluate on the credit monitoring and case analysis

<b>Programme Code:13</b>		Programme Name: B COM		
<b>Course Code:22UCM6Z1</b>		Project and Viva-Voce		
Batch20 22-2023	Semester VI	Hours/Week4	TotalHours 60	Credits 5

**Course objectives**

2. To enhance the knowledge of the students in business research.

3. To identify the core interest on the students in the various fields involved in the business.
4. To create discernment about the tools and techniques used in business research

### Course Outcomes (CO)

K3-K5	CO1	Improvement in the erudition of business research
	CO2	Regeneration of the interested business area of the students
	CO3	Identifying the practical problems in different fields and collecting data
	CO4	Accretion in the awareness level of the students regarding research tools and techniques
	CO5	Preparation of Reports for the projects and evaluating the reports

<b>Programme Code:13</b>		Programme Name: B COM		
<b>Course Code:22UCM6SM</b>		Skill Based Subject–3 Computer Applications(Tally & Advanced Excel) Practical–II		
Batch 2022-2023	Semester VI	Hours/Week 2	Total Hours 30	Credits 3

### Course Objectives

1. To impart the knowledge of accounting package that issued for learning to maintain accounts
2. To make students to learn and apply TDS computations in Tally ERP.9 software
3. To make students to understand the need of Advanced Excel and its employability in real business

### Course Outcomes (CO)

K3 - K-5	CO1	Students able to understand the need of Tally software in developing Computerized accounts
	CO2	Acquire the skill of financial decision making in a systemized manner and Interpret the financial statements as well as evaluation of stock at end
	CO3	Applying learning skill and knowledge to work on simple projects laid on text and numerical data
	CO4	Gain practical exposure on spreadsheet and Used advanced techniques for report visualization
	CO5	Application of key accounting assumption and principles of Tally ERP.9 and Advance Excel in real business

<b>Programme Code:13</b>		Programme Name: B COM	
<b>Batch</b> 2022-2023	Major Elective Paper 1– Financial Markets and Services		<b>Credits</b> 5

### Course Objectives

1. To know about the financial markets and institutions.
2. To understand about the regulation of financial institutions.
3. To acquire knowledge of mutual funds and venture capital.

**Course Outcomes (CO)**

K1-K5	CO1	Obtaining knowledge about the functions and benefits of money markets, Capital markets and other financial intermediaries.
	CO2	Understanding the financial institutions and the working of mutual funds.
	CO3	Enabling to take decisions regarding deposits in mutual funds and capital markets.
	CO4	Discovering the ideas on the financial system
	CO5	Evaluating the methods of factoring, venture capital and securitization

<b>Programme Code:13</b>		Programme Name :B COM	
<b>Batch</b> 2022-2023	Major Elective Paper2–Security Analysis and Portfolio Management		<b>Credits</b> 5

**Course Objectives**

1. To aim at to understand the investments scenario
2. To enable them to gain in-depth knowledge of the theory of portfolio management.
3. To make the min sound investment decisions.

**Course Outcomes (CO)**

K1-K5	CO1	Finding the relationship between risk and return.
	CO2	Understanding the various alternatives available for investment.
	CO3	Learn to value the equities and bonds.
	CO4	Gaining the knowledge of the various strategies followed by investment practitioners.
	CO5	Evaluating methods of CAPM

<b>Programme Code:13</b>		Programme Name: B COM	
<b>Batch</b> 2022-2023	Major Elective Paper 3–Business Environment		<b>Credits</b> 5

**Course Objectives**

1. To aim at to understand the business environment
2. To enable them to gain in-dept knowledge of the various Environment in business
3. To make the min applying in the business.

**Course Outcomes (CO)**

	CO1	Finding the concept of business environment.
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CO2	Understanding the various environments in business.
CO3	Learn to value of business environment.
CO4	Gaining the knowledge of the business environments.
CO5	Evaluating the various acts relevant to the labours

<b>Programme Code:13</b>	Programme Name :B COM	
<b>Batch</b> 2022-2023	Major Elective Paper 4–Human Resource Management	<b>Credits</b> 5

### Course Objectives

1. To enlighten the importance of human resources and to effective management in organizations
2. To realize the key issues related in administering the human resources of an organization.
3. To study about the overall environment of human resources

### Course Outcomes (CO)

K1 – K5	CO1	Memorizing the basic concepts of human resource management
	CO2	Understanding the elements relate to various aspects of HRM, such as Training ,Promotion , placement , Remuneration ,etc
	CO3	Acquiring knowledge in labor welfare measures
	CO4	Implementing better techniques for effective Human resource Management
	CO5	Evaluating concepts of Human Resources Auditioning Organization

<b>Programme Code:13</b>	Programme Name :B COM	
<b>Batch</b> 2022-2023	Major Elective Paper 5–Consumer Affairs	<b>Credits</b> 5

### Course Objectives

1. To familiarize the students with the irrigates 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)

K 1	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	Analyze to handle the business firms 'inter face with consumers.
CO5	Assess Quality and Standardization of consumer affairs

<b>Programme Code:13</b>	Programme Name :B COM		
<b>Batch</b> 2022-2023	Major Elective Paper 6–Brand Management		<b>Credits</b> 5

#### Course Objectives

1. To familiarize about the brand management
2. To make the students to gain the knowledge of branding.
3. To provide an understanding the procedure of the registration of branding.

#### Course Outcomes (COs)

K1-K5	CO1	Remember the conceptual frame work of brand management.
	CO2	Understand the important of branding of products.
	CO3	Learn to value the branding.
	CO4	Gaining the knowledge of the various procedures of branding of goods.
	CO5	Evaluating the branding relationship

#### SEMESTER I

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<b>PROGRAMME CODE:13</b>		<b>B Com</b>		
<b>Course Code : 22EVS101</b>		<b>PART IV–ENVIRONMENTAL STUDIES</b>		
<b>Batch</b> 2022-2023	<b>Semester</b> I	<b>Hours/Week</b> 2	<b>Total Hours</b> 30	<b>Credits</b> 2

#### COURSE OBJECTIVES

- The course will provide students with an understanding and appreciation of the complex interactions of man, health and the environment. It will expose students to the multi-disciplinary nature of environmental health sciences
- To inculcate knowledge and create awareness about ecological and environmental concepts, issues and solutions to environmental problems.
- To shape students into good “Eco citizens” thereby catering to global environmental needs.
- This course is designed to study about the types of pollutants including gases, chemicals petroleum, noise, light, global warming and radiation as well as pollutant flow and recycling and principles of environmental pollutions uchasair

,water and soil

- The course will address environmental stress and pollution, their sources in natural and workplace environments, their modes of transport and transformation, their ecological and public health effects, and existing methods for environmental disease prevention and remediation.

### COURSE OUTCOMES

On successful completion of the course, the students will be able to

K1-K5	CO1	Understand how interactions between organisms and their environments drive the dynamics of individuals, populations, communities and ecosystems
	CO2	Develop an in depth knowledge on the interdisciplinary relationship of cultural, ethical and social aspects of global environmental issues
	CO3	Acquiring values and attitudes towards complex environmental socio-economic challenges and providing participatory role in solving current environmental problems and preventing the future ones
	CO4	To gain inherent knowledge on basic concepts of bio diversity in an ecological context and about the current threats of biodiversity
	CO5	To appraise the major concepts and terminology in the field of environmental pollutants, its interconnections and direct damage to the wildlife, in addition to human communities and ecosystems

<b>Programme Code:13</b>	<b>B.Com</b>		
<b>Course Code : 22VED201</b>	<b>Part IV- Moral and Ethics</b>		
<b>Batch</b> 2022-2023	<b>Hours/Week</b> 2	<b>Total Hours</b> 30	<b>Credits</b> 2

### Course Objectives

- To impart Value Education in every walk of life.
- To help the students to reach excellence and reap success.
- To impart the right attitude by practicing self introspection.
- To portray the life and messages of Great Leaders.
- To insist the need for universal brotherhood, patience and tolerance.
- To help the students to keep they fit.
- To educate the importance of Yoga and Meditation.

### Course Outcomes (CO)

After completing the course the students:

K1 - K5	CO1	Will be able to recognize Moral values ,Ethics ,contribution of leaders, Yoga and its practice
	CO2	will be able to differentiate and relate the day to day applications of Yoga and Ethics in real life situations
	CO3	Can emulate the principle life of great warriors and take it forward as A message to self and the society
	CO4	Will be able to Analyze the Practical outcome of practicing Moral Values in real life situation
	CO5	Could Evaluate and Rank the outcome of the pragmatic approach to further develop the skills