

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

Re-accredited by NAAC with 'A+' Grade (4th Cycle)

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 2026-2027**

Programme Code:14		M.COM CA		
Title of the paper: Core Paper 1 – Managerial Economics				
Batch 2026 – 2027	Hours/Week 6	Total Hours 90	Credits 4	Employability/ Entrepreneurship

Course Objectives

1. Familiarize the economic theories and law of variable proportion.
2. Make the students to understand the demand determinants.
3. Acquire knowledge in production function, cost and revenue and break even analysis.
4. Lay a foundation on economic models for demand & supply, pricing decisions.
5. Assess the effects of business cycle in a business and industrial sickness.

Course Outcomes (CO)

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

K1 to K5	CO1	Understand the nature and scope of Managerial Economics, demand Analysis and law of variable proportion.
	CO2	Explain the role of Managerial Economist, goal of corporate enterprises, demand determinants, types of market, national income and public finance.
	CO3	Apply the types of costs and revenues and Break Even point analysis for business decisions.
	CO4	Analyze the role of managerial economist in demand analysis, cost and production analysis.
	CO5	Evaluate the value of enterprises, pricing and output decisions, business cycles and causes and remedies of industrial sickness

Programme Code:14		M.COM CA		
Title of the paper: Core Paper 2 – Marketing Management				
Batch 2026 – 2027	Hours/Week 6	Total Hours 90	Credits 4	Employability/ Entrepreneurship

Course Objectives

1. To enable students to classify types of Marketing and Modern Marketing Concept.
2. To equip the learners on product planning, pricing system and promotion in the markets.
3. To explain the various kinds of channels of distribution and function of middle man.
4. To enhance practical applications on advertising media.
5. To know the concept of agricultural marketing.

Course Outcomes (CO)

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

K1 to K5	CO1	Recollect the marketing concepts, types and modern marketing concept.
	CO2	Illustrate the macro and micro environments of a market and buyer behavior.
	CO3	Locate the different types of products, product line, product mix and pricing decisions.
	CO4	Analyze the important of channels of distribution and promotional mix.
	CO5	Examine the market agricultural produce and marketing research.

Programme Code:14		M.COM CA		
Title of the paper: Core Paper 3 – Information and Digital Technologies				
Batch 2026 – 2027	Hours/Week 6	Total Hours 90	Credits 4	Skill Development

Course Objectives

Introduce computer hardware to determine software compatibility.

Recall types of computer systems.

Learn forward data processing systems.

Discuss the components of computer system.

Impart knowledge about E-Commerce basic concepts, and security issues in the Internet.

Course Outcomes (CO)

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

K1 to K5	CO1	Analyze the impact of hardware and software in business.
	CO2	Illustrate the internet security aspects and e-business communication Modes.
	CO3	Explain the data processing systems.
	CO4	Examine the key features of machine language and input, output devices.
	CO5	Develop an application for an e-commerce business.

Programme Code:14		M.COM CA		
Title of the paper: Core Practical 1 – Computer Applications I – Audit Automation Using Advanced Excel				
Batch 2026 – 2027	Hours/Week 6	Total Hours 90	Credits 4	Skill Development

Course Objectives

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

Course Outcomes (CO)

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

K3 to K5	CO1	Create data file in Excel Sheet
	CO2	Examine Excel Report and practice mail merges
	CO3	Conduct various functions in Advance Excel
	CO4	Create a data sheet and analyze the report
	CO5	Automate calculations and interpret the results

Programme Code:14		M.COM CA		
Title of the paper: Core Paper 4 – Business Research Methods				
Batch 2026 – 2027	Hours/Week 5	Total Hours 75	Credits 4	Employability/ Entrepreneurship

Course Objectives

1. To develop an idea about various research designs and techniques.
2. To understand sampling techniques of research and its applications.
3. To emphasis the learners in application of appropriate tools in research.
4. To make the learners to understand the significance of testing of hypothesis.
5. To lay a foundation to become familiar in style of preparing research report.

Course Outcomes (CO)

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

K1-K5	CO1	Explain the range of quantitative and / or qualitative research techniques to business and management problems / issues.
	CO2	Organize and conduct research in a more appropriate sampling method manner.
	CO3	Make use of the necessary critical thinking skills in order to evaluate different statistical tools used in research.
	CO4	Interpret the data analysis in relation to the research process by testing hypothesis.
	CO5	Prepare a research report and thesis.

Programme Code:14		M.COM CA		
Title of the paper: Core Paper 5 – Human Resource Management				
Batch 2026 – 2027	Hours/Week 5	Total Hours 75	Credits 4	Employability/ Entrepreneurship

Course Objectives

1. To explain the importance of HRM and their effective management in organizations.
2. To make the students to understand different tools in forecasting and planning.
3. To outline the current theory and practice of recruitment and selection.
4. To describe appropriate implementation, monitoring and assessment procedures of training.
5. To explain the importance of the performance management system in enhancing employee performance.

Course Outcomes (CO)

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

K1 to K5	CO1	Explain human resources planning, dealing with surplus and deficient man power.
	CO2	Recall the meanings of terminology and tools used in managing employees effectively
	CO3	Prepare a selection strategy for a specific job
	CO4	Analyze the advanced training strategies and specifications for the delivery of training programs
	CO5	Compare and contrast different techniques involved in the performance appraisal process.

Programme Code:14		M.COM CA		
Title of the paper: Core Paper 6 – Applied Cost Accounting				
Batch 2026 – 2027	Hours/Week 5	Total Hours 75	Credits 4	Employability/ Entrepreneurship

Course Objectives

1. Provide knowledge of cost accounting and cost sheet.
2. Make learners to understand the costing aspects on material and labor.
3. Equip advanced knowledge on costs and their impact on value creation in the manufacturing and non-manufacturing companies.
4. Make clear about overhead and process costing methods.
5. Enrich the various methods relating to job, service, batch and contract costing

Course Outcomes (CO)

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

K1 to K5	CO1	Recall the classification of cost, methods and techniques
	CO2	Evaluate cost sheet and material and labor control
	CO3	Analyze cost control and cost reduction tools and techniques
	CO4	Solve labor, overhead and process costing methods
	CO5	Reconciliation of cost and financial accounting.

Programme Code:14		M.COM CA		
Title of the paper: Core Paper 7 – Object Oriented Programming with C++				
Batch 2026 – 2027	Hours/Week 5	Total Hours 75	Credits 4	Skill Development

Course Objectives

1. To introduce the elements of OOPS and structure of C++ program.
2. To make the students to understand control flow statements.
3. To learn about operator overloading, data conversion and inheritance
4. To apply the concepts of class, method, constructor data abstraction, overloading and polymorphism.
5. To clarify virtual functions and polymorphism.

Course Outcomes (CO)

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

K1 to K5	CO1	Outline the essential features and elements of the C++ programming language.
	CO2	Understand concepts of inheritance and polymorphism.
	CO3	Remember the difference between function overloading and function overriding
	CO4	Write, debug and test basic C++ codes using the approaches introduced in the course.
	CO5	Incorporate exception handling in object-oriented programs.

Programme Code:14		M.COM CA		
Title of the paper: Core Practical 2 – Computer Applications II – Tally & C++				
Batch 2026 – 2027	Hours/Week 5	Total Hours 75	Credits 4	Skill Development

Course Objectives

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

Course Outcomes (CO)

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

K3 to K5	CO1	Obtain information relating to tally.
	CO2	Gain the skills relating in creation of voucher entries.
	CO3	Prepare the final accounts, Interpreting various reports
	CO4	Construct classes and objects using C++.
	CO5	Work with accounting terms using C++.

Programme Code:14		M.COM CA		
Title of the paper: Core Paper 8 – Management Accounting				
Batch 2026 – 2027	Hours/Week 6	Total Hours 90	Credits 4	Employability/ Entrepreneurship

Course Objectives

1. Know the concept and importance of management accounting.
2. Understand the use of accounting tools for generating information for managerial decision making
3. Understand various method and technique in managerial accounting.
4. Comprehend and practices the established techniques & methods in management accounting.
5. Lay on foundation for budgeting and budgetary control.

Course Outcomes (CO)

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

K1-K5	CO1	Recollect the concept and importance of management accounting.
	CO2	Explain the role of managerial accounting in management decision making.
	CO3	Utilize the various methods and technique of managerial accounting.
	CO4	Analyze the method and technique of management accounting used for managerial decision making.
	CO5	Prepare budget and budgetary control for any business concern

Programme Code:14		M.COM CA		
Title of the paper: Core Paper 9 – Financial Management				
Batch 2026 – 2027	Hours/Week 6	Total Hours 90	Credits 4	Employability/ Entrepreneurship

Course Objectives

1. Understand the concept and importance of financial management.
2. Identify various sources of long-term and short-term finance.
3. Understand various method and technique for calculating cost of capital.
4. Know different types leverages used by the organization.
5. Understand various dividend policies followed by organization

Course Outcomes (CO)

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

K1-K5	CO1	Recollect the concept and importance of financial management.
	CO2	Analyze the Various sources of long-term and short-term finance.
	CO3	Identify the methods and techniques for calculating cost of capital.
	CO4	Examine different type leverage followed by a organization.
	CO5	Evaluate the various dividend policies & Working capital.

Programme Code:14		M.COM CA		
Title of the paper: Core Paper 10 – Database Management Systems				
Batch 2026 – 2027	Hours/Week 6	Total Hours 90	Credits 4	Skill Development

Course Objectives

1. To provide advanced knowledge of database concepts and architecture
2. To develop skills in database design, normalization, and optimization
3. To understand transaction management and concurrency control
4. To expose students to modern database technologies (Big Data, Data Warehousing)
5. To enable hands-on experience using SQL and DB tools

Course Outcomes (CO)

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

K1-K5	CO1	Analyze and design complex database systems
	CO2	Apply normalization techniques to eliminate redundancy
	CO3	Write advanced SQL queries and procedures
	CO4	Evaluate transaction processing and concurrency mechanisms
	CO5	Understand emerging trends like Bid Data and Data warehouse

Programme Code:14		M.COM CA		
Title of the paper: Core Practical 3 – Computer Applications III – SQL for DBMS				
Batch 2026 – 2027	Hours/Week 6	Total Hours 90	Credits 4	Employability/ Entrepreneurship

Course Objectives

1. To provide advanced practical knowledge of Structured Query Language (SQL) for designing, creating, and managing relational databases.
2. To develop skills in writing SQL queries for data retrieval, manipulation, and analysis in business environments.
3. To enable students to implement database techniques using SQL.
4. To familiarize students with database objects.
5. To enhance problem-solving abilities through the development and management of database applications for commerce and business domains.

Course Outcomes (CO)

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

K3-K5	CO1	Design and create relational database schemas by applying normalization principles and integrity constraints.
	CO2	Construct and execute advanced SQL queries using joins, subqueries, aggregate functions, and set operators for effective data management.
	CO3	Implement database programming concepts to automate business processes.
	CO4	Apply transaction control, concurrency control, and security mechanisms to ensure reliable and secure database operations.
	CO5	Analyze and solve real-world business and commerce-related problems through efficient database design, query optimization, and report generation.

Programme Code:14		M.COM CA		
Title of the paper: Core Paper 11 – Internet & E-Commerce				
Batch 2026 – 2027	Hours/Week 7	Total Hours 105	Credits 5	Employability/ Skill Development

Course Objectives

1. Equip the students with the emerging trends in business.
2. Introduce and explore the use of information technology in all aspects of business.
3. Understand the relevance of e- commerce in the present scenario.
4. Get familiarize with the students cyber world and cyber regulations.
5. Understand future internet business in global market.

Course Outcomes (CO)

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

K1-K5	CO1	Illustrate the various trends in business.
	CO2	Explore information technology in every aspect of business.
	CO3	Analyze the role of E- commerce in the present business scenario.
	CO4	Examine the cyber security and cyber regulation in global business world.
	CO5	Develop the future relevance internet business in global business world

Programme Code:14		M.COM CA		
Title of the paper: Core Paper 12 – International Business				
Batch 2026 – 2027	Hours/Week 7	Total Hours 105	Credits 5	Employability/ Entrepreneurship

Course Objectives

1. Introduce the concept of international business.
2. Create awareness on the changes in the international business arena.
3. Understand the role of global financial markets and instrument.
4. Understand the functions of WTO, IMF and IBRD.
5. Give various theories of foreign exchange.

Course Outcomes (CO)

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

K1-K5	CO1	Recall the concept of international business.
	CO2	Explain the level of changes international business in global era.
	CO3	Identify the role of global financial markets and instrument.
	CO4	Evaluate various functions of WTO, IMF AND IBRD.
	CO5	Analyze various theories of foreign exchange.

Programme Code:14		M.COM CA		
Title of the paper: Core Practical 4 – Computer Applications IV – Python for Accounting				
Batch 2026 – 2027	Hours/Week 8	Total Hours 120	Credits 4	Skill Development

Course Objectives

1. To introduce Python programming concepts relevant to accounting applications
2. To develop the ability to automate accounting calculations and processes
3. To enable students to design and implement accounting-based programs
4. To apply Python for financial data analysis and reporting
5. To enhance problem-solving skills using real-world accounting scenarios

Course Outcomes (CO)

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

K3-K5	CO1	Understand and apply Python programming concepts in accounting context
	CO2	Develop programs for accounting tasks such as ledger, trial balance, and financial statements
	CO3	Automate financial calculations like depreciation, payroll, and GST
	CO4	Analyze accounting data using tools like Pandas
	CO5	Visualize financial data using Matplotlib

Programme Code:14		M.COM CA		
Title of the paper: Project and Viva-Voce				
Batch 2026 – 2027	Hours/Week 4	Total Hours 60	Credits 4	Skill Development

Course Objectives

1. To critically analyze practical and emerging issues in the field of commerce and formulate research-oriented solutions applicable to industry and society.
2. To develop and implement advanced systems for transforming manual business operations into efficient technology-driven processes across various functional areas.
3. To enable students to understand the significance of research in addressing industrial, and organizational challenges through innovative and analytical approaches.

Course Outcomes (CO)

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

K3 to K5	CO1	Identify the practical problems in different areas of Commerce and Banking.
	CO2	Apply advanced data collection methods and research techniques for systematic investigation and decision-making.
	CO3	Utilize appropriate statistical and analytical tools for interpreting data and deriving meaningful insights.
	CO4	Design and develop computer-based projects
	CO5	Formulate innovative and evidence-based solutions to complex business, financial, and organizational problems.

Programme Code:14		M.COM CA		
Title of the paper: Major Elective Paper – Investment Management				
Batch 2026 – 2027	Hours/Week 5/6	Total Hours 75/90	Credits 5	Employability/ Entrepreneurship

Course Objectives

1. Provide a general understanding about investment avenues and personal finance.
2. Give a broader understanding about behavioral finance and how it equip to decide personal Investment.
3. Understand the characteristics of securities markets and the instruments traded there in.
4. Give boarder understanding about fundamental and technical analysis.
5. Analyze risk and return of securities and manage portfolios of investment.

Course Outcomes (CO)

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

K1-K5	CO1	Recall various investment avenues and personal finance.
	CO2	Explain securities markets, regulation and its instruments
	CO3	Identify fundamental analysis of an organization using financial data information.
	CO4	Examine technical analysis of an organization using financial data information.
	CO5	Evaluate risk return of securities in different investment proposal.

Programme Code:14		M.COM CA		
Title of the paper: Major Elective Paper – Financial Markets and Institutions				
Batch 2026 – 2027	Hours/Week 5/6	Total Hours 75/90	Credits 5	Employability/ Entrepreneurship

Course Objectives

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

Course Outcomes (CO)

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

K1-K5	CO1	Remember the Financial Market Instruments.
	CO2	Recollect information about Capital Market, Debt Market and OTCEI
	CO3	Explore activities of non-financial banking
	CO4	Assess about various investment information and credit rating agency
	CO5	Identify about various financial institutions and related to its working and functions

Programme Code:14		M.COM CA		
Title of the paper: Major Elective Paper – Goods and Services Tax				
Batch 2026 – 2027	Hours/Week 5/6	Total Hours 75/90	Credits 5	Employability/ Entrepreneurship

Course Objectives

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

Course Outcomes (CO)

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

K1-K5	CO1	Evaluate the procedure for computing of taxable income under various sources.
	CO2	Recollect the concept of tax administration and practices.
	CO3	Utilize the latest provision of income tax act.
	CO4	Develop the legitimate way of Tax Planning and Management.
	CO5	Make use of the procedure for assessment and e-filing.

Programme Code:14		M.COM CA		
Title of the paper: Major Elective Paper – Indian Stock Exchanges				
Batch 2026 – 2027	Hours/Week 5/6	Total Hours 75/90	Credits 5	Employability/ Entrepreneurship

Course Objectives

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

Course Outcomes (CO)

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

K1-K5	CO1	Understand the Indian stock exchanges and securities exchange board of India.
	CO2	Classify and regulate the trading transactions with proper rules and regulations.
	CO3	Explore activities of the investors of stock exchange
	CO4	Determine the securities contracts regulation act and important provisions related to SEBI functions workings.
	CO5	Examine various basic concepts of internet stock trading features

Programme Code:14		M.COM CA		
Title of the paper: Major Elective Paper – Banking and Insurance				
Batch 2026 – 2027	Hours/Week 5/6	Total Hours 75/90	Credits 5	Employability/ Entrepreneurship

Course Objectives

1. To provide basic knowledge of banking systems and their functions.
2. To develop understanding of banking operations and financial services.
3. To introduce the fundamental principles and concepts of insurance.
4. To familiarize students with various insurance products and practices.
5. To create awareness about the regulatory framework governing banking and insurance sectors.
6. To enhance knowledge about modern trends like digital banking and financial technology.

Course Outcomes (CO)

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

K1-K5	CO1	Describe the principles and types of insurance.
	CO2	Analyze different insurance policies and claim procedures.
	CO3	Understand the role of regulatory authorities in banking and insurance sectors.
	CO4	Apply knowledge of banking and insurance in real-life financial decisions.
	CO5	Gain skills required for careers in banking, insurance, and financial services.

Programme Code:14		M.COM CA		
Title of the paper: Major Elective Paper – Marketing of Financial Services				
Batch 2026 – 2027	Hours/Week 5/6	Total Hours 75/90	Credits 5	Employability/ Entrepreneurship

Course Objectives

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

Course Outcomes (CO)

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

K1-K5	CO1	Recall the marketing of financial services
	CO2	Appreciate how recent thinking in marketing and services marketing applies to financial services
	CO3	Identify key issues for marketers of financial services
	CO4	Interpretation of various reforms and types of insurance services
	CO5	Discuss about the concepts based on real estate industry

Programme Code:14		For all PG Degree Students		
Title of the paper: Non - Major Elective Paper – Fundamentals of Information Security				
Batch 2026 – 2027	Hours/Week 4	Total Hours 60	Credits 4	Employability/ Skill Development

Course Objectives

1. To introduce the fundamentals of Information Security systems.
2. To appraise on the concepts of Cryptography and security systems.
3. To explore the nuances of vulnerable systems and their preventive methods.
4. To sensitize the students on the current Cyber laws.

Course Outcomes (CO)

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

K1-K5	CO1	Comprehend the issues pertaining to Security at workplace.
	CO2	Establish methods of protecting data and data sets from attacks.
	CO3	Introduce a robust data compliance model.
	CO4	Adopt novel methods of data/information protection through policies.
	CO5	Implement and appraise the existing Cyber Laws to appropriate Stakeholders.

Programme Code:14		M.COM CA		
Title of the paper: Non - Major Elective Paper – Principles of International Trade				
Batch 2026 – 2027	Hours/Week 4	Total Hours 60	Credits 4	Employability/ Entrepreneurship

Course Objectives

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

Course Outcomes (CO)

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

K1-K5	CO1	Remember the major models of international trade and Global Economy
	CO2	Analyze various terms of trade
	CO3	Understand the Tariffs and Taxes of International Trade
	CO4	Analyze the various International investments and factors affecting International Trade
	CO5	Evaluate concepts of Multinational corporation and Globalizations.

Programme Code:14		M.COM CA		
Title of the paper: Non - Major Elective Paper – Service Marketing				
Batch 2026 – 2027	Hours/Week 4	Total Hours 60	Credits 4	Employability/ Entrepreneurship

Course Objectives

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

Course Outcomes (CO)

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

K1-K5	CO1	Understand the concept of Service Marketing.
	CO2	Identify the major elements needed to improve the marketing of services
	CO3	Analyse the role of relationship marketing and customer service in adding value to the customer's perception of a service
	CO4	Examine the key marketing services and market segmentation
	CO5	Evaluate service quality, measurement, causes and problems, principles guiding improving of quality

Programme Code:14		M.COM CA		
Title of the paper: Non - Major Elective Paper – Logistics and Supply Chain Management				
Batch 2026 – 2027	Hours/Week 4	Total Hours 60	Credits 4	Employability/ Entrepreneurship

Course Objectives

1. To provide basic knowledge of logistics and supply chain systems.
2. To understand the role of logistics in business operations.
3. To develop knowledge of transportation, warehousing, and inventory systems.
4. To familiarize students with supply chain planning and decision-making.
5. To create awareness about modern technologies and trends in SCM.

Course Outcomes (CO)

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

K1-K5	CO1	Understand the concepts and importance of logistics and supply chain management.
	CO2	Apply inventory and supply chain planning techniques.
	CO3	Analyze the role of technology in supply chain integration.
	CO4	Evaluate modern trends and challenges in logistics and SCM.
	CO5	Develop skills for careers in logistics, supply chain, and operations management.

Sub. Code: 26PCC3X1

Programme Code: -		For all PG Degree Students		
Title of the paper: EDC – Hospitality Services				
Batch 2026 – 2027	Hours/Week 2	Total Hours 30	Credits 2	Employability/ Entrepreneurship

Course Objectives

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

Course Outcomes (CO)

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

K1-K5	CO1	Remember the concept of Tourism and its Significance.
	CO2	Analyse the Tourism Marketing and its Segmentation
	CO3	Recollect the marketing strategies for travel and hospitality destinations and organizations.
	CO4	Examine about various hospitality services and its classification.
	CO5	Evaluate the behavioural profile of users and hotel marketing in Indian perspective.