

KONGUNADU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

*Re-accredited by NAAC with 'A+' Grade (4th Cycle)
College of Excellence (UGC)
Coimbatore – 641 029*

DEPARTMENT OF COMMERCE (PG)

COURSE OUTCOMES (CO) of

M.Com.

For the students admitted during the

Academic year 2020 – 2021

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|------------------------------|---------------|-----------------------------------|-------------------|--------------|
| ProgrammeCode :10 | | Commerce | | |
| Course Code :20PCM101 | | C.P.1 Financial Management | | |
| Batch 2020-2021 | Semester I | Hours / Week 6 | Total Hours 90 | Credits 5 |

Course Objectives

1. To familiarize the students with the principles and practices of financialmanagement
2. To understand the concepts of Financial Management and their application for managerial decisionmaking.
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 |
| K5 | CO 5 | Evaluate the role of modern financial managers |

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|------------------------------|---------------|---|-------------------|--------------|
| ProgrammeCode :10 | | Commerce | | |
| Course Code :20PCM102 | | C.P. 2 Global Business Environment | | |
| Batch 2020-2021 | Semester I | Hours / Week 6 | Total Hours 90 | Credits 5 |

Course Objectives

1. To familiarize the learners with various constituents of businessenvironment
2. To know the need and importance of formulatingstrategies
3. To understand the challenges in the implementation ofstrategies

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 |
| K5 | CO 5 | Appraise the global level changes in business environment |

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|------------------------------|---------------|--------------------------------|-------------------|--------------|
| ProgrammeCode :10 | | Commerce | | |
| Course Code :20PCM103 | | Executive Communication | | |
| Batch 2020-2021 | Semester I | Hours / Week 6 | Total Hours 90 | Credits 5 |

Course Objectives

1. To develop written and oral communication skills instudents
2. To improve the postgraduates to groom as effective managementprofessionals
3. To inform and make them familiarize with the new trends incommunication

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 |
| K5 | CO 5 | Evaluate the need for communication in modern business |

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|------------------------------|---------------|---------------------------------------|-------------------|--------------|
| ProgrammeCode :10 | | Commerce | | |
| Course Code :20PCM104 | | C.P.4 Organizational Behaviour | | |
| Batch 2020-2021 | Semester I | Hours / Week 6 | Total Hours 90 | Credits 5 |

Course Objectives

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

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 |
| K5 | CO 5 | Evaluate the responsibilities of organization leaders to shapen the behaviour of employees |

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|------------------------------|----------------|--|-------------------|--------------|
| ProgrammeCode :10 | | Commerce | | |
| Course Code :20PCM205 | | C.P.5 Advanced Corporate Accounting | | |
| Batch 2020-2021 | 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 incorporate

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 |
| K5 | CO 5 | Determine and extract the accounting balances |

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|------------------------------|----------------|---|-------------------|--------------|
| ProgrammeCode :10 | | Commerce | | |
| Course Code :20PCM206 | | C.P.6 Security Analysis And Portfolio Management | | |
| Batch 2020-2021 | 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 |
| K5 | CO 5 | Evaluate the risks in the selection of investment avenues |

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|------------------------------|----------------|--|-------------------|--------------|
| ProgrammeCode :10 | | Commerce | | |
| Course Code :20PCM207 | | C.P.7 Management of Small Enterprises | | |
| Batch 2020-2021 | Semester II | Hours / Week 6 | Total Hours 90 | Credits 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 |
| K5 | CO 5 | Determine the impact of industrial policy on the development of small scale enterprises |

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|------------------------------|----------------|---|-------------------|--------------|
| ProgrammeCode :10 | | Commerce | | |
| Course Code :20PCM208 | | C.P.8 :Industrial Relations and Labour Law | | |
| Batch 2020-2021 | Semester II | Hours / Week 6 | Total Hours 90 | Credits 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 council 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 |
| K5 | CO 5 | Appraise the scope of labour laws |

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|------------------------------|-----------------|--------------------------------------|-------------------|--------------|
| ProgrammeCode :10 | | Commerce | | |
| Course Code :20PCM309 | | C.P.9 Applied cost Accounting | | |
| Batch 2020-2021 | Semester III | Hours / Week 5 | Total Hours 75 | Credits 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 |
| K5 | CO 5 | Determine and extract the costing balances |

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|------------------------------|-----------------|---|-------------------|--------------|
| ProgrammeCode :10 | | Commerce | | |
| Course Code :20PCM310 | | C.P.10 Income Tax Law and Practice | | |
| Batch 2020-2021 | Semester III | Hours / Week 5 | Total Hours 75 | Credits 5 |

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 relevant tax rules for the current assessment year |
| K4 | CO 4 | Analyze the various deductions to reduce taxable income |
| K5 | CO 5 | Evaluate the provisions of income tax act in real life situations |

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|------------------------------|-----------------|-----------------------------------|-------------------|--------------|
| ProgrammeCode :10 | | Commerce | | |
| Course Code :20PCM311 | | C.P.11 Cyber crime and Law | | |
| Batch 2020-2021 | Semester III | Hours / Week 4 | Total Hours 60 | Credits 4 |

CourseObjectives

1. To highlight types of cybercrimes
2. To throw light on new perspectives of cyberterrorism
3. To update with the legislativeprovisions

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 |
| K5 | CO 5 | Evaluate the issues in cyber security mechanisms |

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|------------------------------|-----------------|---|-------------------|--------------|
| ProgrammeCode :10 | | Commerce | | |
| Course Code :20PCM312 | | C.P.12 Business Research Methods | | |
| Batch 2020-2021 | Semester III | Hours / Week 4 | Total Hours 60 | Credits 3 |

Course Objectives

1. To know the significance of social scienceresearch
2. To develop the analytical skills of the students
3. To impart the process of reportwriting

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 |
| K5 | CO 5 | Evaluate the impact of using software packages in analyzing the data |

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|------------------------------|----------------|---|--------------------|--------------|
| ProgrammeCode :10 | | Commerce | | |
| Course Code :20PCM4CL | | C.Pr.1 Computer Application and Tally Practicals | | |
| Batch 2020-2021 | Semester IV | Hours / Week 9 | Total Hours 135 | Credits 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 |
| K5 | CO 5 | Evaluate the need for computer application in modern business |

Extra Department Course (EDC)

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|-------------------------------|-----------------|---|-------------------|--------------|
| ProgrammeCode :10 | | Commerce | | |
| Course Code : 20PCM3X1 | | Extra Department Course – Managerial Skills | | |
| Batch 2020-2021 | Semester III | Hours / Week 02 | Total Hours 30 | Credits 2 |

Course Objectives

1. To impart appropriate theories and concepts of management
2. To know the functions of management
3. To understand the effective discharge of managerial functions

Course Outcomes (Cos)

| | | |
|----|------|---|
| K1 | CO1 | Remember the concepts and the functions of management. |
| K2 | CO2 | Understand the roles of manager and their qualities |
| K3 | CO3 | Apply principles and theories of managing business organizations |
| K4 | CO 4 | Analyze the need for exercising effective coordination and control in achieving managerial objectives |
| K5 | CO 5 | Evaluate the management principles in various business organisations |

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|------------------------------|----------------|---------------------------------------|-------------------|--------------|
| ProgrammeCode :10 | | Commerce | | |
| Course Code :20PCM413 | | C.P.13 Accounting for Managers | | |
| Batch 2020-2021 | Semester IV | Hours / Week 6 | Total Hours 75 | Credits 3 |

Course Objectives

1. To obtain knowledge on managerial decisionmaking
2. To analyze and interpret the financialstatements
3. To learn the preparation of various financialstatements

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. |
| K5 | CO 5 | Determine and extract the accounting balances |

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|-----------------------------|----------------|---|-------------------|--------------|
| ProgrammeCode :P 10 | | Commerce | | |
| Course Code :20CM414 | | C.P.14 Customs Duty and Goods and Services Tax | | |
| Batch 2020-2021 | Semester IV | Hours / Week 6 | Total Hours 60 | Credits 3 |

Course Objectives

1. To learn the procedures and practices of Indirecttax
2. To know the fundamental ideologies onGST
3. To learn the formalities of levy and collection ofGST

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. |
| K5 | CO 5 | Evaluate the scope for GST Act |

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|------------------------------|----------------|----------------------------------|-------------------|--------------|
| ProgrammeCode :10 | | Commerce | | |
| Course Code :20PCM415 | | C.P.15 Marketing Research | | |
| Batch 2020-2021 | Semester IV | Hours / Week 6 | Total Hours 60 | Credits 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 businessfirm
3. To explain the tools and techniques of marketingresearch

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 |
| K5 | CO 5 | Evaluate the recent trends in marketing research |

MAJOR ELECTIVE: I

| | | | | |
|--------------------------|----------|--|-------------------|--------------|
| ProgrammeCode :10 | | Commerce | | |
| Course Code : | | Elective Paper 1: Bank Management | | |
| Batch 2020-2021 | Semester | Hours / Week 6 | Total Hours 90 | Credits 5 |

Course Objectives

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

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 |
| K5 | CO 5 | Evaluate the effectiveness of bank management in India |

MAJOR ELECTIVE: II

| | | | | |
|--------------------------|----------|--|-------------------|--------------|
| ProgrammeCode :10 | | Commerce | | |
| Course Code : | | Elective Paper 2: Human Resource Management | | |
| Batch 2020-2021 | Semester | Hours / Week 6 | Total Hours 90 | Credits 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 |
| K5 | CO 5 | Evaluate the modern trends in HRM |

MAJOR ELECTIVE: III

| | | | | |
|--------------------------|--|---|-------------------|--------------|
| ProgrammeCode :10 | | Commerce | | |
| Course Code : - | | Elective Paper 3: Services Marketing | | |
| Batch 2020-2021 | | Hours / Week 6 | Total Hours 90 | Credits 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 |
| K5 | CO 5 | Evaluate the scope of service marketing |

MAJOR ELECTIVE: IV

| | | | | |
|--------------------------|----------|---|-------------------|--------------|
| ProgrammeCode :10 | | Commerce | | |
| Course Code : | | Elective Paper 4: Consumer Behaviour | | |
| Batch 2020-2021 | Semester | Hours / Week 6 | Total Hours 90 | Credits 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 |
| K5 | CO 5 | Evaluate the changing dimensions in consumer behaviour |

MAJOR ELECTIVE: V

| | | | | |
|--------------------------|----------|--|-------------------|--------------|
| ProgrammeCode :10 | | Commerce | | |
| Course Code : | | Elective Paper 5: Insurance and Risk Management | | |
| Batch 2020-2021 | Semester | Hours / Week 6 | Total Hours 90 | Credits 5 |

Course Objectives

1. To familiarize the students with the nature and types of insurance business
2. To develop their 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 |
| K5 | CO 5 | Evaluate the salient features, claim and settlement procedures of various insurance policies |

MAJOR ELECTIVE: VI

| | | | | |
|--------------------------|----------|--|-------------------|--------------|
| ProgrammeCode :10 | | Commerce | | |
| Course Code : | | Elective Paper 6: International Marketing | | |
| Batch 2020-2021 | Semester | Hours / Week 6 | Total Hours 90 | Credits 5 |

Course Objectives

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

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 |
| K5 | CO5 | Evaluate the changes in global marketing |

NON MAJOR ELECTIVE: I

| | | | | |
|--------------------------|----------|--|-------------------|--------------|
| ProgrammeCode :10 | | Commerce | | |
| Course Code : | | Paper 1: Economic Policies and Business | | |
| Batch 2020-2021 | Semester | Hours / Week 6 | Total Hours 90 | Credits 4 |

Course Objectives

1. To know the application of economic concepts inbusiness
2. To improve the knowledge of monetary and fiscal policies inIndia
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 |
| K5 | CO5 | Evaluate the structural adjustments in Indian economy |

NON MAJOR ELECTIVE: II

| | | | | |
|--------------------------|----------|--------------------------------------|-------------------|--------------|
| ProgrammeCode :10 | | Commerce | | |
| Course Code : | | Paper 2: Managerial Economics | | |
| Batch 2020-2021 | Semester | Hours / Week 6 | Total Hours 90 | Credits 4 |

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 |
| K5 | CO 5 | Determine the scope of managerial economics |

NON MAJOR ELECTIVE: III

| | | | | |
|--------------------------|----------|--|-------------------|--------------|
| ProgrammeCode :10 | | Commerce | | |
| Course Code : | | Paper 3: Management of Financial Services | | |
| Batch 2020-2021 | Semester | Hours / Week 6 | Total Hours 90 | Credits 4 |

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 |
| K5 | CO 5 | Evaluate the effectiveness of modern financial services |

NON MAJOR ELECTIVE: IV

| | | | | |
|--------------------------|----------|-------------------------------------|-------------------|--------------|
| ProgrammeCode :10 | | Commerce | | |
| Course Code : | | Paper 4: International Trade | | |
| Batch 2020-2021 | Semester | Hours / Week 6 | Total Hours 90 | Credits 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 |
| K5 | CO 5 | Appraise the changing business climate at global level |

PROJECT WORK AND VIVA – VOCE

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|------------------------------|----------------|-------------------------------------|-------------------|--------------|
| ProgrammeCode :10 | | Commerce | | |
| Course Code :21PCM4Z1 | | Project Work and Viva - voce | | |
| Batch 2020-2021 | Semester IV | Hours / Week 6 | Total Hours 90 | Credits 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 |
| K5 | CO 5 | Evaluate the gap between academic skills and industrial requirements |

ALC

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|------------------------------|---|-------------|--------------|
| ProgrammeCode :10 | Commerce | | |
| Course Code :21PCM0D1 | ALC-1 Banking and Financial Services | | |
| Batch 2020-2021 | Hours / Week | Total Hours | Credits 2 |

Course Objectives

1. To give comprehensive view on financial and bankingsystem
2. To know the financial services rendered bybanks
3. To update the students with the recent developments in the bankingsector

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 |
| K5 | CO 5 | Evaluate the issues and challenges in modern banking practices |

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|------------------------------|--|-------------|--------------|
| ProgrammeCode :10 | Commerce | | |
| Course Code :20PCM0D2 | ALC-2 Insurance Principles and Practice | | |
| Batch2020-2021 | Hours / Week | Total Hours | Credits 2 |

Course Objectives

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

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 |
| K5 | CO 5 | Evaluate the scope for various insurance policies |

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|------------------------------|-------------------------------------|-------------|--------------|
| ProgrammeCode :10 | Commerce | | |
| Course Code :20PCM0D3 | ALC-3 Advertising Management | | |
| Batch 2020-2021 | 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 |
| K5 | CO 5 | Evaluate the role of advertising managers and advertising agents |

JOC

| | | | |
|------------------------------|---|-------------------|--------------|
| Programme Code :10 | Commerce | | |
| Course Code :20PCM0J1 | JOC-1 Customer Relationship Management | | |
| Batch 2020-2021 | Hours / Week 2 | Total Hours 30 | Credits 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. |
| K5 | CO 5 | Evaluate the challenges and constraints in the implementation of CRM |

| | | | |
|------------------------------|----------------------------------|-------------------|--------------|
| ProgrammeCode :10 | Commerce | | |
| Course Code :20PCM0J2 | JOC-2 Tally 9.0 Practical | | |
| Batch 2020-2021 | Hours / Week 2 | Total Hours 30 | Credits 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 |
| K5 | CO 5 | Evaluate the effectiveness of tally accounting system in business |

| | | | |
|------------------------------|---------------------------------------|-------------------|--------------|
| ProgrammeCode :10 | Commerce | | |
| Course Code :20PCM0J3 | JOC-3 Share Trading Operations | | |
| Batch 2020-2021 | Hours / Week 2 | Total Hours 30 | Credits 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 |
| K5 | CO 5 | Evaluate the impact of online trading in securities market |