

POST GRADUATE AND RESEARCH DEPARTMENT OF COMMERCE

VISION

- ❖ A passion for academic excellence
- ❖ Uncompromising human values
- ❖ A desire to make the students of this institutions worthy citizens of our glorious mother land

MISSION

- ❖ Maintenance of a progressive outlook towards development
- ❖ Updating the curriculum periodically to meet the dynamic global demands
- ❖ Training in Soft Skills to complement Hard Skills
- ❖ Identifying the learner needs and preparing them for a rewarding career
- ❖ Helping the youth realize their spirit of adventurism

Program Educational Objectives:

PEO1	Adapt to a rapidly changing environment with learned and applied new skills
PEO2	Graduates with a fair of self employment will be able to initiate and build upon entrepreneurial ventures
PEO3	Enable the graduates to appear for competitive exams like Banking, Post Office, Civil Service, Government Exams etc.,
PEO4	Able to pursue advance degrees like B.Ed, PhD with specialization
PEO5	Able to clear JRF NET/SLET which places them in the teaching job

Program Outcomes:

PO1	To nurture standards of Professional Excellence, Integrity, Honesty and Fairness.
PO2	To facilitate the students to learn to seek application of knowledge and be able to challenge the knowledge so acquired in practice
PO3	To develop and equip students with the knowledge and understanding of emerging commercial, business practices and professions
PO4	To expose students for employment in functional areas like Accounting, Taxation and Banking
PO5	Ability to work in teams with enhanced communication and inter-personal skills.
PO6	To qualify as an informed, aware and active citizen

PO7	Enhance the graduates to become a good researcher
PO8	Able to identify assess and shape entrepreneurial opportunities and to evaluate their potential for business success

Program Specific Outcomes:

PSO - 01	Comprehend the concepts and applications of business in the areas related to Finance, Marketing, HR, Logistics and Supply chain etc.,
PSO - 02	Graduates would be able to consolidate the acquired knowledge into practical skill



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Programme Code:	M.Com	Programme Title:	Master of Commerce	
Course Code:	23PCO101	Title	Batch:	2023-2025
Lecture Hrs./Week	6	Advanced Corporate Accounting	Semester:	I
	*Tutorial Hrs./Sem. (Applicable Only) (Maximum of 10% of Contact Hrs).		Credits:	4

Course Objective

To make the students understand Accounting treatment of various transactions of Joint Stock Companies and to develop problem solving skills.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To prepare financial statement of special type of business such as Banking companies, Insurance companies.	*K1
CO2	Apply the provisions of IRDA Regulations, 2002 in the preparation of final accounts of Life Insurance and General Insurance Companies.	*K2
CO3	Prepare Consolidated Financial Statements of Holding Companies in accordance with AS21.	*K3
CO4	Assess contemporary accounting methods	*K4
CO5	Examine Financial Reporting based on appropriate Accounting Standards and provisions of Companies Act 2013 with respect to Corporate Social Responsibility	*K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	M	H	H	H	H	H	M	H
CO2	H	H	H	M	H	H	H	M	H	H
CO3	H	M	H	H	H	H	M	H	H	M
CO4	H	H	H	H	M	M	H	H	H	H
CO5	H	M	M	H	H	H	H	H	H	H

H-High; M-Medium; L-Low;


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Programme Code:	M.Com	Programme Title:	Master of Commerce	
Course Code:	23PCO102	Title	Batch:	2023-2025
Lecture Hrs./Week	6	*Tutorial Hrs./Sem. (Applicable Only) (Maximum of 10% of Contact Hrs).	Semester:	I
			Credits:	4
		Business Environment		

Course Objective

To promote basic understanding on the concept of business environment and that enable them to realize the impact of environment on business

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind the knowledge on the environment in which businesses operate.	*K1
CO2	To understand the internal and external environment pertaining to business.	*K2
CO3	To apply an ethical understanding and perspective of handling business situations.	*K3
CO4	To analyse how political, legal and social factors have their impact on business.	*K4
CO5	To evaluate the industry policy and regulations	*K5

Mapping

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	M	H	H	H	H	H
CO2	H	H	H	H	H	H	M	H	H	H
CO3	H	M	H	H	H	M	H	H	H	H
CO4	H	H	H	M	H	H	H	H	H	H
CO5	H	H	H	H	H	L	H	H	H	M

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Programme Code:	M.Com	Programme Title:	Master of Commerce	
Course Code:	23PCO103	Title	Batch:	2023-2025
Lecture Hrs./Week	6	Marketing Research	Semester:	I
	*Tutorial Hrs./Sem. (Applicable Only) (Maximum of 10% of Contact Hrs)..		Credits:	4

Course Objective

To impart knowledge relating to various aspects of marketing research

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To understand the basics of marketing research	*K1
CO2	To develop the students knowledge on motivation research	*K2
CO3	To familiarise the concepts of product research and sales control research	*K3
CO4	To learn and apply the knowledge in advertising research	*K4
CO5	To evaluate research in business activities	*K5

Mapping

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	M	M	H	H	M	H	H
CO2	M	M	H	H	H	H	M	H	H	M
CO3	H	H	M	H	H	M	H	H	H	M
CO4	H	M	H	H	M	H	M	M	H	H
CO5	H	H	M	H	H	M	H	H	H	M

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Programme Code:	M.Com	Programme Title:	Master of Commerce
Course Code:	23PCO104	Title	Batch: 2023-2025
Lecture Hrs./Week	4	Financial Modelling	Semester: 1
	*Tutorial Hrs./Sem. (Applicable Only) (Maximum of 10% of Contact Hrs).		Credits: 4

Course Objective

To disseminate the knowledge and application of financial functions of modern business

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To understand the basics of excel functions for financial modelling	*K1
CO2	To develop the skill of analyzing financial statement	*K2
CO3	To apply the knowledge in preparing financial report analysis of an industry	*K3
CO4	To analyse the project financing and its evaluation	*K4
CO5	To evaluate the casting of equity research	*K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	H	H	H	H	H	H
CO2	M	H	M	H	H	M	H	M	H	M
CO3	H	H	H	L	H	H	M	H	M	H
CO4	M	H	H	M	H	M	H	M	H	M
CO5	H	H	H	H	H	H	M	H	M	H

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Programme Code:	M.Com			Programme Title:	Master of Commerce	
Course Code:	23PCO105			Title	Batch:	2023-2025
Practical Hrs./Week	2	*Tutorial Hrs./Sem. (Applicable Only) (Maximum of 10% of Contact Hrs).	-	Programming Laboratory in Financial Modelling	Semester:	1
					Credits:	4

Course Objective

To enable the students to acquire practical knowledge on advanced excel in financial modeling.

Course Outcomes

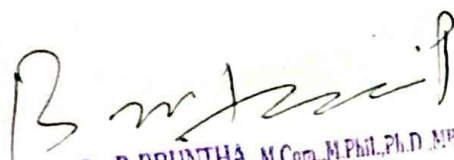
On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember basic functions of excel	*K1
CO2	To get a idea how to create a lookup function and how to sort and filter	*K2
CO3	To apply different financial functions using excel	*K3
CO4	To analyse how to prepare income statement, balance sheet and cash flow statement using excel	*K4
CO5	To evaluate the preparation of discounted cash flow statement and presentation sheet	*K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	M	H	H	H	M	H	H	H
CO2	H	M	H	H	H	M	H	H	H	M
CO3	H	H	H	H	M	H	H	H	H	H
CO4	M	H	H	M	H	H	M	H	H	H
CO5	H	H	M	H	H	M	H	H	H	M

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Course Code:	23PCO206			Title	Batch:	2023-2025
Lecture Hrs./Week	6	*Tutorial Hrs./Sem. (Applicable Only) (Maximum of 10% of Contact Hrs)..	-	Operations Research	Semester:	II
					Credits:	5

Course Objective

To create an awareness in the application of Mathematical and Statistical tools in Business and Research

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To familiarize students with the basic concepts, models and statements of the operations research.	*K1
CO2	To Understand the mathematical tools that are needed to solve optimization problems.	*K2
CO3	To apply mathematical software to solve the proposed models.	*K3
CO4	To analyze a project with deterministic as well as probabilistic activity times.	*K4
CO5	Effectively communicate ideas, explain procedures and interpret results and solutions in written and electronic forms.	*K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	H	M	H	H	H	M	H
CO2	H	H	H	M	H	M	H	H	H	H
CO3	H	H	H	M	H	H	H	H	H	M
CO4	L	H	M	H	H	H	M	M	H	H
CO5	M	L	H	H	H	H	H	H	H	M

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Course Code:	23PCO2E1			Title	Batch:	2023-2025
Lecture Hrs./Week or Practical Hrs./Week	6	*Tutorial Hrs./Sem. (Applicable Only) (Maximum of 10% of Contact Hrs).	-	Strategic Management	Semester:	II
					Credits:	5

Course Objective

To enable the student to learn the different aspects of the strategic management

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To identify and define the concepts in the field of strategic management.	*K1
CO2	To understand the principles of strategic management that relate to external and internal environment of business.	*K2
CO3	To develop a sketch for implementation of plans to execute strategies.	*K3
CO4	To categorize the strategic management process and improve the organizational performance.	*K4
CO5	To evaluate the practical situation in the company to develop and reframe a creative solutions by a perfect strategic management.	*K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	M	H	H	H	H	H	M
CO2	M	H	H	H	H	M	H	H	H	H
CO3	H	M	H	H	H	M	H	H	H	H
CO4	H	H	M	H	M	H	H	H	H	H
CO5	H	H	H	H	H	H	L	M	H	H

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Course Code:	23PCO2E2	Title	Batch: 2023-2025
Lecture Hrs./Week	6	*Tutorial Hrs./Sem. (Applicable Only) (Maximum of 10% of Contact Hrs)..	-
		Consumer Affairs	Semester: II
			Credits: 5

Course Objective

To make the student understand the concept of Consumer Affairs

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To recollect the knowledge of concepts and practices underlying sustainable Consumer Affairs	*K1
CO2	Students will have a comprehensive understanding about the existing law on consumer protection in India.	*K2
CO3	To execute the knowledge and understanding of relevant concept in relation to Consumer Affairs	*K3
CO4	Students will be aware of the basic procedures for handling consumer dispute.	*K4
CO5	Students will be able to appreciate the emerging questions and policy issues in Consumer law for future research.	*K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	H	H	H	M	H	H	H
CO2	M	H	H	H	M	M	H	H	H	M
CO3	H	H	M	H	H	H	H	M	H	H
CO4	H	H	H	H	H	H	H	H	H	H
CO5	H	H	M	H	H	H	H	M	H	H

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Programme Code:	M.Com	Programme Title:	Master of Commerce	
Course Code:	23PCO207	Title	Batch:	2023-2025
Lecture Hrs./Week	6	Business Research Methods	Semester:	II
	*Tutorial Hrs./Sem. (Applicable Only) (Maximum of 10% of Contact Hrs)..		Credits:	4

Course Objective

To make the students knowledgeable about the methodological aspects of research

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	Students can create knowledge base on the fundamentals of research process and framework	*K1
CO2	Students can develop an understanding of diverse research design and sampling approaches as well as their use.	*K2
CO3	Students can identify the right information sources and data collection techniques for resolving business issues	*K3
CO4	Students are able to formulate hypothesis and choose the proper measurement and scaling techniques	*K4
CO5	Students can make better decisions and comprehend the abstract principle that underlies his findings	*K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	M	H	H	H	H	H	H	M	H	H
CO2	H	H	M	H	H	H	M	H	H	H
CO3	H	M	H	H	H	H	H	H	H	M
CO4	H	H	H	H	M	M	H	H	H	H
CO5	M	L	H	H	H	H	H	M	H	H

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Programme Code:	M.Com	Programme Title:	Master of Commerce	
Course Code:	23PCO2N1	Title	Batch:	2023-2025
Lecture Hrs./Week	1	Principles of Marketing	Semester:	II
	*Tutorial Hrs./Sem. (Applicable Only) (Maximum of 10% of Contact Hrs).		Credits:	2

Course Objective

To introduce the students to the rudiments of Marketing.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the key concept and elements of marketing	*K1
CO2	To understand the importance of market segmentation	*K2
CO3	To examine the stages of new product development	*K3
CO4	To gain knowledge on the various advertising medias	*K4
CO5	To analyse the global market environment	*K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	M	M	M	H	H	M	H	M	M	M
CO2	M	M	H	M	M	M	M	M	H	H
CO3	M	M	H	H	M	H	H	H	H	M
CO4	M	H	H	M	M	H	H	H	H	M
CO5	M	L	L	M	M	M	M	M	M	M

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Course Code:	23PCO2N2			Title	Batch:	2023-2025
Lecture Hrs./Week	1	*Tutorial Hrs./Sem. (Applicable Only) (Maximum of 10% of Contact Hrs).	-	Investment Management	Semester:	II
					Credits:	2

Course Objective

To introduce students to the basis of portfolio investment management

Course Outcomes

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

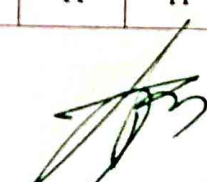
CO Number	CO Statement	Knowledge Level
CO1	To recollect the purpose, importance and needs of investments in day to day life.	*K1
CO2	To understand the avenues available for investment.	*K2
CO3	To implement correct investment decision.	*K3
CO4	To analyze the profitable venture for investment	*K4
CO5	To evaluate investment decisions.	*K5

Mapping

PO/PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	H	M	H	M	H	H	M
CO2	H	H	M	H	M	H	M	H	H	H
CO3	M	H	H	H	H	H	M	H	M	H
CO4	H	M	H	H	H	M	H	M	H	H
CO5	H	H	H	M	H	M	H	H	H	H

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Programme Code:	M.Com	Programme Title:	Master of Commerce	
Course Code:	22PCO309	Title	Batch:	2022-2024
Lecture Hrs./Week	6	Applied Cost Accounting	Semester:	III
	*Tutorial Hrs./Sem. (Applicable Only) (Maximum of 10% of Contact Hrs).		Credits:	4

Course Objective

To enlighten the student's on the importance of cost ascertainment, reduction and control.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the basic concepts of Cost Accounting.	*K1
CO2	To understand the costing system, cost management system and the concept of labour and overhead cost.	*K2
CO3	To apply skills in preparing cost sheet, material and labour control	*K3
CO4	To analyze the elements of cost involved in various processes.	*K4
CO5	To evaluate problems in the allocations and apportionment of overheads.	*K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	H	M	M	H	H	H	M
CO2	M	H	H	H	H	H	M	H	M	H
CO3	H	H	H	M	H	M	M	M	H	M
CO4	H	H	M	H	H	M	H	H	M	H
CO5	M	H	H	M	H	H	M	H	H	H

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Programme Code:	M.Com			Programme Title:	Master of Commerce	
Course Code:	22PCO310			Title	Batch:	2022-2024
Lecture Hrs./Week	6	*Tutorial Hrs./Sem. (Applicable Only) (Maximum of 10% of Contact Hrs).	-	Direct Taxes	Semester:	III
					Credits:	4

Course Objective

To make the students understand and gain adequate knowledge in Direct Taxes

Course Outcomes

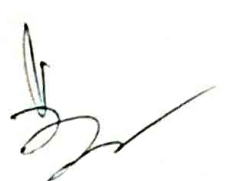
On the successful completion of the course, students will be able to

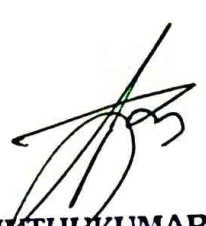
CO Number	CO Statement	Knowledge Level
CO1	To understand the fundamental of tax administration and practices	*K1
CO2	To prepare statement of income from salaries and house property	
CO3	To apply skills for preparing profits and gains of business or profession	*K2
CO4	To evaluate and calculate income from various sources	*K3
CO5	To apply the procedure for assessment and e-filing	*K4
		*K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	H	H	H	H	H	H
CO2	M	H	M	H	H	M	H	M	H	M
CO3	H	H	H	M	H	H	M	H	M	H
CO4	M	H	L	M	H	M	H	M	H	M
CO5	H	H	H	H	H	H	M	H	M	H

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Programme Code:	M.Com			Programme Title:	Master of Commerce	
Course Code:	22PCO311			Title	Batch:	2022-2024
Lecture Hrs./Week	6	*Tutorial Hrs./Sem. (Applicable Only) (Maximum of 10% of Contact Hrs).	-	Financial Modelling	Semester:	III
					Credits:	4

Course Objective

To disseminate the knowledge and application of financial functions of modern business

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To understand the basics of excel functions for financial modelling	*K1
CO2	To develop the skill of analyzing financial statement	*K2
CO3	To apply the knowledge in preparing financial report analysis of an industry	*K3
CO4	To analyse the project financing and its evaluation	*K4
CO5	To evaluate the casting of equity research	*K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	H	H	H	H	H	H
CO2	M	H	M	H	H	M	H	M	H	M
CO3	H	H	H	L	H	H	M	H	M	H
CO4	M	H	H	M	H	M	H	M	H	M
CO5	H	H	H	H	H	H	M	H	M	H

H-High; M-Medium; L-Low


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Programme Code:	M.Com			Programme Title:	Master of Commerce	
Course Code:	22PCO3E3			Title	Batch:	2022-2024
Lecture Hrs./Week	6	*Tutorial Hrs./Sem. (Applicable Only) (Maximum of 10% of Contact Hrs).	-	Human Resource Development	Semester:	III
					Credits:	5

Course Objective

To give a thorough exposure to the students on the Human Resource Development practices

Course Outcomes

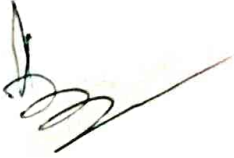
On the successful completion of the course, students will be able

CO Number	CO Statement	Knowledge Level
CO1	To recollect human resource development skills and knowledge in a realistic environment.	*K1
CO2	To point out human resource systems for employment and labour related activities.	*K2
CO3	To execute own professional development and provide leadership to others in the achievement of ongoing competence in HR professional practices.	*K3
CO4	To sort of business issues considering economic, psychological and legal perspective.	*K4
CO5	To evaluate the recent concepts in human resource development and its effectiveness.	*K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	H	H	H	M	H	H
CO2	H	H	H	H	H	H	M	H	H	H
CO3	H	M	H	H	H	M	H	H	H	H
CO4	H	H	H	M	H	H	H	H	H	H
CO5	H	H	H	L	H	H	H	H	H	M

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Programme Code:	M.Com			Programme Title:	Master of Commerce	
Course Code:	22PCO3E4			Title	Batch:	2022-2024
Lecture Hrs./Week	6	*Tutorial Hrs./Sem. (Applicable Only) (Maximum of 10% of Contact Hrs).	-	International Marketing	Semester:	III
					Credits:	5

Course Objective

To make the student understand the concept of International Marketing

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the marketing concepts and consumer behaviour in global market.	*K1
CO2	To understand how to make marketing decisions in international market	*K2
CO3	To apply the new product development and pricing in global market.	*K3
CO4	To recognize the promotional strategies and channels of distribution in international market.	*K4
CO5	To evaluate new market entry and expansion strategy through global marketing research.	*K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	M	H	M	H	H	H
CO2	H	H	H	H	H	M	H	H	H	M
CO3	H	H	L	H	H	H	H	M	H	H
CO4	H	M	H	H	H	H	H	H	H	H
CO5	M	H	M	H	H	H	H	M	H	H

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Programme Code:	M.Com			Programme Title:	Master of Commerce	
Course Code:	22PCO312			Title	Batch:	2022-2024
Lecture Hrs./Week or Practical Hrs./Week	6	*Tutorial Hrs./Sem. (Applicable Only) (Maximum of 10% of Contact Hrs).	-	Business Case Analysis	Semester:	III
					Credits:	4

Course Objective

To enable the students to develop their analytical skills, problem solving abilities and decision making strategies.

Course Outcomes

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

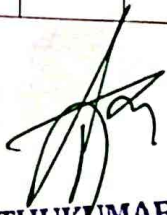
CO Number	CO Statement	Knowledge Level
CO1	To remember the objectives for solving cases.	*K1
CO2	To understand issues and difficulties in modeling case studies.	*K2
CO3	To picture out alternative course of action and to develop creative solution by group discussion.	*K3
CO4	To review in-depth knowledge about the study subject condition.	*K4
CO5	To evaluate the application of effective solution in problem solving techniques.	*K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	H	H	M	H	H	H	M
CO2	M	H	M	H	M	H	M	H	M	H
CO3	H	H	H	H	H	M	H	H	M	H
CO4	H	H	H	M	H	M	H	M	H	H
CO5	H	H	M	M	H	H	M	H	H	H

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Programme Code:	M.Com	Programme Title:	Master of Commerce	
Course Code:	22PCO413	Title	Batch:	2022-2024
Lecture Hrs./Week	6	*Tutorial Hrs./Sem. (Applicable Only) (Maximum of 10% of Contact Hrs).	-	
		Accounting for Managerial Decision-Making	Semester:	IV
			Credits:	5

Course Objective

To expose the students about the various concepts and practices in Management Accounting

Course Outcomes

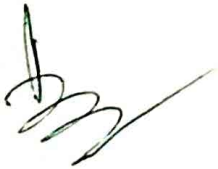
On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	To remember the concepts and importance of management accounting in decision making.	*K1
CO2	To understand and analyze financial statement to help managerial decision making.	*K2
CO3	To prepare statements like cash flow, funds flow, budgets so as to assist the management to take meaningful and correct decision.	*K3
CO4	To learn the various tools and techniques in cost control like variance analysis and budgetary control.	*K4
CO5	To evaluate procedure mix and sales mix through marginal techniques.	*K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	M	H	H	H	H	H	M	H	H
CO2	H	H	H	H	M	M	H	H	H	H
CO3	H	H	M	H	H	H	H	H	H	H
CO4	H	M	H	H	H	H	H	M	H	H
CO5	M	H	H	M	H	H	H	H	H	M

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Programme Code:	M.Com		Programme Title:	Master of Commerce	
Course Code:	22PCO414		Title	Batch:	2022-2024
Lecture Hrs./Week	6	*Tutorial Hrs./Sem. (Applicable Only) (Maximum of 10% of Contact Hrs).	Security Analysis and Portfolio Management	Semester:	IV
				Credits:	4

Course Objective

To make the students to understand the fundamentals of Investment Avenues.

Course Outcomes

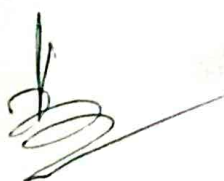
On the successful completion of the course, students will be able

CO Number	CO Statement	Knowledge Level
CO1	To keep in mind different strategies available before choosing perfect investment choices	*K1
CO2	To understand the all the aspects with respect to investments	*K2
CO3	To apply correct investment decision in day-to-day life	*K3
CO4	To analyse critically investment advice from brokers and the financial press	*K4
CO5	To create and develop a portfolio for an investor based on few theories.	*K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	M	H	H	M	H	H
CO2	H	H	H	H	H	H	M	H	H	H
CO3	H	M	H	H	H	M	H	H	H	H
CO4	H	H	H	H	M	H	H	H	H	H
CO5	H	H	H	H	H	H	H	L	H	H

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Programme Code:	M.Com	Programme Title:	Master of Commerce	
Course Code:	22PCO415	Title	Batch:	2022-2024
Lecture Hrs./Week	6	*Tutorial Hrs./Sem. (Applicable Only) (Maximum of 10% of Contact Hrs).	Semester:	IV
			Credits:	4

Course Objective

The objective is to enable the students to gain in-depth knowledge in retail management.

Course Outcomes (CO)

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

CO Number	CO Statement	KnowledgeLevel
CO1	Recollect the concepts of effective retailing.	*K1
CO2	Understand the strategic decisions involved in location, evaluation and selection.	*K2
CO3	Recognize the tactics of pricing, store management and visual merchandising for extracting profit from retail offering.	*K3
CO4	Examine the possible opportunities that can arise from strategic planning.	*K4
CO5	Appraise the numerous career positions available in the retail field.	*K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	H	H	H	H	H	H
CO2	M	H	M	H	H	M	H	M	H	M
CO3	H	H	H	M	H	H	M	H	M	H
CO4	M	H	M	M	H	M	H	M	H	M
CO5	H	H	H	L	H	H	M	H	M	H

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Programme Code:	M.Com			Programme Title:	Master of Commerce	
Course Code:	22PCO4E5			Title	Batch:	2022-2024
Lecture Hrs./Week or Practical Hrs./Week	6	*Tutorial Hrs./Sem. (Applicable Only) (Maximum of 10% of Contact Hrs).	-	Logistics Management	Semester:	IV
					Credits:	5

Course Objective

To provide the students the key activities performed by the logistics function including inventory control, distribution, transportation and global logistics.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To remember the fundamental supply chain and logistics management.	*K1
CO2	To understand the role and importance of logistics as it relates to transportation and inventory management.	*K2
CO3	To apply suitable logistic management for the business.	*K3
CO4	To examine the use of information technology in logistics management.	*K4
CO5	To evaluate the importance of storage, packing and transportation of goods on right time in logistic management.	*K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	H	M	H	H	H	H	H
CO2	M	H	M	H	H	M	H	M	H	M
CO3	H	M	H	M	H	H	H	H	M	H
CO4	H	H	H	H	M	H	M	M	H	M
CO5	H	H	M	M	H	M	H	H	H	H

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Programme Code:	M.Com			Programme Title:	Master of Commerce	
Course Code:	22PCO4E6			Title	Batch:	2022-2024
Lecture Hrs./Week	6	*Tutorial Hrs./Sem. (Applicable Only) (Maximum of 10% of Contact Hrs).	-	Advertisement and Salesmanship	Semester:	1
					Credits:	5

Course Objective

To make the students understand ideas on feasible advertising and media mix.

Course Outcomes

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

CO Number	CO Statement	Knowledge Level
CO1	To make students memorize the basic nature and purpose of advertising	*K1
CO2	To identify and predict the proper advertising media and budgeting	*K2
CO3	To recognize the role of salesmanship and the importance	*K3
CO4	To deduct the difficulties faced by salesmanship and structure the solution to solve it	*K4
CO5	To assess the difference between salesmanship and selling and the rewards for salesman	*K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CO1	H	H	H	M	H	H	H	H	H	H
CO2	M	H	H	H	H	M	H	H	H	H
CO3	H	M	H	H	H	H	H	H	H	H
CO4	H	H	M	H	H	H	H	H	H	H
CO5	H	H	H	H	H	H	H	H	H	H

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