

**K.M.G COLLEGE OF ARTS AND SCIENCE**  
**PG & RESEARCH DEPARTMENT OF COMMERCE**  
**M.Com (General)**

**Program Outcomes:**

<u>S.No</u>	<u>OUTCOMES</u>
<b>PO1</b>	Sythesize the acquired knowledge and skill to established and organise a Business Organization efficiency and effectively.
<b>PO2</b>	Highlight the importance of Human Rights, Ethics and Management of Human Resources.
<b>PO3</b>	Analyse the Business Environment, Global Marketing, Export and Import Management and Services Marketing.
<b>PO4</b>	Contrast and compare the Elements of Insurance, Business Laws, Corporate Laws, and Auditing of Business Organisation.
<b>PO5</b>	Appraise Banking Theory, Stress Management, Small Business Management, and Office Management.
<b>PO6</b>	Apply Cost Accounts, Corporate Accounts, Management Accounts, Accounting for Managerial Decisions and Financial Management to measure the financial viability of Business.
<b>PO7</b>	Demonstrate the Ethics and Human Values in Business through Business Ethics, Human Rights.
<b>PO8</b>	Develop new Business ideas, prepare detailed Project Report and Present the Project through Viva voce to instil entrepreneur ship qualities among students
<b>PO9</b>	Utilize Computers, Internet, ICT and other Software to maximize resource utilization and to bring efficiency in day-to-day Business Operations.
<b>PO10</b>	Develop the students for self and continuous learning through Massive Open Online Courses (MOOC), like SWAYAM, NPTEL, and other such Portals.

**Program specific Outcomes:**

<u>S.No</u>	<u>OUTCOMES</u>
<b>PSO1</b>	Demonstrate knowledge on the Concepts, Theories, Techniques related to various Business Subjects.
<b>PSO2</b>	Conduct research to identify problems and suggest solutions that will help in Business Decision Making process.
<b>PSO3</b>	Extend acquired knowledge to manage, organise, and develop the efficient, successful Business Organisations.
<b>PSO4</b>	Categorize the Business Environment, understand the various aspects and functions of Business.
<b>PSO5</b>	Exhibit Business Ethics and Human Rights in Personal, Professional and Social Life, leading to a better, improved and sustained Corporate World.

## SEMESTER-I

**SUBJECT NAME: ADVANCED FINANCIAL MANAGEMENT**

**SUBJECT CODE: MCM11**

**CREDITS: 5**

**NO.OF.HOURS/ WEEK: 6**

**TOTAL HOURS: 78**

### Course Outcomes

Semester	Course Name	Course Credit	Course Outcomes
I Regulation (2017-18)	Advanced Financial Management	05	CO1 – The student will be able to understand the functions of finance Management.
			CO2 – The student will be able to know about the long term sources of funds and environment of working capital.
			CO3 – The student will be able to gain information about capital structure and leverage.
			CO4 – The student will be able to gain knowledge about capital investment decision.
			CO5 – The student will be able to be acquainted with on the subject of working capital Management.

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	M	S	S	S	M	M	S	M
CO2	S	M	S	S	S	M	M	S	S	S
CO3	S	S	S	S	M	S	M	S	M	S
CO4	S	S	S	S	M	M	S	S	M	M
CO5	S	S	S	S	M	S	S	M	S	M

**PO- Programme outcome, CO- Course outcome**

**S- Strong, M- Medium, L- Low ( may be avoided)**

**SUBJECT NAME: ACCOUNTING FOR MANAGERIAL DECISION**

**SUBJECT CODE: MCM12**

**CREDITS: 5**

**NO.OF.HOURS/ WEEK: 6**

**TOTAL HOURS: 78**

<b>Semester</b>	<b>Course Name</b>	<b>Course Credit</b>	<b>Course Outcomes</b>
I Regulation (2017-18)	Accounting for Managerial Decision	05	CO1– The student will be able to understand the the concept of Accounting for Decision making
			CO2- The student will be able to understand the Ratio Analysis Leverage Analysis-Budgeting and budgetary control
			CO3- The student will be able understand the analysis of Fund flow and cash flow statements
			CO4- The student will be aware of the Marginal Costing, Applications and its technique
			CO5- The will be able to know financial decisions Making.

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
<b>CO1</b>	S	S	S	M	M	S	M	M	S	S
<b>CO2</b>	S	S	S	M	M	S	M	S	M	S
<b>CO3</b>	S	M	M	S	S	S	S	M	S	M
<b>CO4</b>	S	M	S	M	S	S	S	M	S	M
<b>CO5</b>	S	S	M	S	M	M	S	S	S	S

**PO- Programme outcome, CO- Course outcome**

**S- Strong, M- Medium, L- Low ( may be avoided)**

**SUBJECT NAME: GLOBAL MARKETING**

**SUBJECT CODE: MCM13**

**CREDITS: 4**

**NO.OF.HOURS/ WEEK: 6**

**TOTAL HOURS: 78**

<b>Semester</b>	<b>Course Name</b>	<b>Course Credit</b>	<b>Course Outcomes</b>
I Regulation (2020-21)	Marketing Management	04	CO1- The students will be able to understand the concepts of Global marketing and Marketing information system.
			CO2- The students will be able to get full information about global market entry strategies and direct investment.
			CO3- The students will be able to understand the global product policy and pricing for international market
			CO4- The students will be able to learn important Global Marketing Channels and Physical Distribution
			CO5- The students will be able to know about international marketing, promotional strategies and International Marketing communication.

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
CO1	S	S	S	M	S	M	S	S	S	L
CO2	S	M	S	S	S	S	M	S	S	M
CO3	S	M	S	S	M	S	S	M	S	S
CO4	S	S	S	M	S	M	M	S	S	S
CO5	S	S	S	S	S	M	S	S	S	M

**PO- Programme outcome, CO- Course outcome**

**S- Strong, M- Medium, L- Low ( may be avoided)**

**SUBJECT NAME: ADVANCED BUSINESS STATISTICS**

**SUBJECT CODE: MCM14**

**CREDITS: 4**

**NO.OF.HOURS/ WEEK: 6**

**TOTAL HOURS: 78**

<b>Semester</b>	<b>Course Name</b>	<b>Course Credit</b>	<b>Course Outcomes</b>
I Regulation (2020-21)	ADVANCED BUSINESS STATISTICS	04	CO1- The Student Will Be Able To Know Partial And Multiple Correlations.
			CO2- The Student Will Be Able To Know Probability And Binomial Distribution.
			CO3- The Students will know the Issues Surrounding Sampling, Hypothesis, Z Test and T Test.
			CO4- The Student Will Be Able To Have The Awareness About Application Of Chi- Square Distribution.
			CO5- The Student Will Be Able To Know About Analysis Of Variance And F Test.

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
<b>CO1</b>	S	S	M	S	S	S	S	S	S	S
<b>CO2</b>	S	S	S	S	S	S	S	S	S	S
<b>CO3</b>	S	S	S	S	S	M	S	S	S	S
<b>CO4</b>	S	S	S	S	S	S	S	S	S	S
<b>CO5</b>	S	S	S	S	S	S	M	S	S	S

**PO- Programme outcome, CO- Course outcome**

**S- Strong, M- Medium, L- Low ( may be avoided)**

**SUBJECT NAME: MANAGERIAL ECONOMICS**

**SUBJECT CODE: MECM15C**

**CREDITS: 3**

**NO.OF.HOURS/ WEEK:**

**TOTAL HOURS: 78**

<b>Semes ter</b>	<b>Course Name</b>	<b>Course Credit</b>	<b>Course Outcomes</b>
I Regul ation (2017- 18)	MANAG ERIAL ECONO MICS	03	CO1- The student will be able understand the theories of managerial economics and factors.
			CO2- The student will be able to develop an idea about Demand analysis and Forecasting.
			CO3- The student will be able to provide an idea regarding law of variable proportions, product function and cost function.
			CO4- The student will be able to make them aware about the Economics of size and capacity Utilization and market structure pricing.
			CO5- The student will be able to acquire the knowledge about be Business cycle and Policies.

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
<b>CO1</b>	S	S	M	S	S	S	S	S	S	S
<b>CO2</b>	S	S	S	S	S	S	S	S	S	S
<b>CO3</b>	S	S	S	S	S	S	S	S	S	S
<b>CO4</b>	S	S	S	M	S	S	S	S	S	S
<b>CO5</b>	S	S	S	S	S	S	S	S	S	S

**PO- Programme outcome, CO- Course outcome**

**S- Strong, M- Medium, L- Low ( may be avoided)**

## SEMESTER II

**SUBJECT NAME: CORPORATE LAWS**

**SUBJECT CODE: MCM21**

**CREDITS: 5**

**NO.OF.HOURS/ WEEK: 6**

**TOTAL HOURS: 78**

Semester	Course Name	Course Credit	Course Outcomes
II Regulation (2017-18)	CORPORATE LAWS	05	CO1- Define Corporate Personality, Corporate Governance, E-Governance and describe the Corporate Governance Code in Companies Act.
			CO2- Discuss the prohibitions of certain Agreements, Abuse of Dominant Position and Regulation of Combinations under The Competition Act.
			CO3- Enumerate the Powers and Functions of SEBI
			CO4- Describe the provisions related to listing of Securities, Public Offerings and discuss the prohibition of Insider Trading in various regulations of SEBI
			CO5- Discuss the provisions related to Regulation and Management of Foreign Exchange, Related Offences, Penalties and Appeals Procedure under FEMA, 1999.

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	S	S	S	S	S	S	S
CO2	S	M	S	S	S	S	S	S	S	S
CO3	S	S	S	S	S	S	S	S	S	S
CO4	S	S	S	S	S	M	S	S	S	S
CO5	S	S	S	S	S	S	S	S	M	S

**PO- Programme outcome, CO- Course outcome**

**S- Strong, M- Medium, L- Low ( may be avoided)**

**SUBJECT NAME: HUMAN RESOURCE MANAGEMENT**

**SUBJECT CODE: MCM22**

**CREDITS: 5**

**NO.OF.HOURS/ WEEK: 6**

**TOTAL HOURS: 78**

<b>Semester</b>	<b>Course Name</b>	<b>Course Credit</b>	<b>Course Outcomes</b>
II Regulation (2017-18)	HUMAN RESOURCE MANAGEMENT	05	CO1 – The student will be able to understand the concepts of Human Resource Management
			CO2 – The student will be able to understand Recruitment and Selection Procedure
			CO3 – The student will be able to know the various ways of solving the employee grievances procedure.
			CO4 – The student will be able to know the evaluation the methods of Performance Appraisal
			CO5 – The student will be able to evaluate the Different Techniques of Training.

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
<b>CO1</b>	S	S	S	S	S	S	S	S	S	S
<b>CO2</b>	S	S	S	M	S	S	S	S	S	S
<b>CO3</b>	S	S	S	S	S	S	S	S	S	S
<b>CO4</b>	S	M	S	S	S	M	S	S	S	S
<b>CO5</b>	S	S	S	S	S	S	S	S	S	S

**PO- Programme outcome, CO- Course outcome**

**S- Strong, M- Medium, L- Low ( may be avoided)**



**SUBJECT NAME: ADVANCED ACCOUNTS**

**SUBJECT CODE: MCM23**

**CREDITS: 4**

**NO.OF.HOURS/ WEEK:5**

**TOTAL HOURS: 65**

<b>Semester</b>	<b>Course Name</b>	<b>Course Credit</b>	<b>Course Outcomes</b>
II Regulation (2017-18)	Advanced Corporate Accounting	04	CO1 – The student will be able to make them aware about the accounts of banking companies.
			CO2 – The students will gain knowledge on preparation of accounts of insurance companies.
			CO3 – The students will be able to know develop knowledge of holding company concept & preparation of consolidated balance sheet.
			CO4 – The student will be able to know about Inflation accounting and CPP method
			CO5 – The student will be able to know about Human Resource Accounting in India.

<b>COs</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
<b>CO1</b>	S	S	S	M	S	M	S	M	S	S
<b>CO2</b>	S	S	M	S	M	S	S	M	M	S
<b>CO3</b>	M	S	S	M	S	S	S	S	M	S
<b>CO4</b>	S	S	M	S	M	S	S	S	S	M
<b>CO5</b>	S	M	S	S	S	M	M	S	S	M

**PO- Programme outcome, CO- Course outcome**

**S- Strong, M- Medium, L- Low ( may be avoided)**

## QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS

**CREDITS-4**

**CATEGORY-ELECTIVE**

**NO.OF. HOUR/WEEK-5**

**TOTAL HOURS- 65**

**COURSE CODE:MCM24**

Semester	Course Name	Course Credit	Course Outcomes
II Regulation (2020-21)	Quantitative Techniques For Business Decisions	04	CO1- The students will be able to understand the Linear programming.
			CO2- The students will be able to know the Inventory and EOQ Models.
			CO3- The students will be able to understand Transportation and VAM Models
			CO4- The students will be able to understand the Assignment Models.
			CO5- The students will be able to know about Queuing models.

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	M	S	M	S	S
CO2	S	S	M	S	M	S	S	M	M	S
CO3	M	S	S	M	S	S	S	S	M	S
CO4	S	S	M	S	M	S	S	S	S	M
CO5	S	M	S	S	S	M	M	S	S	M

**PO- Programme outcome, CO- Course outcome**

**S- Strong, M- Medium, L- Low ( may be avoided)**

## HUMAN RIGHTS

**CREDITS-2**

**CATEGORY-CORE**

**NO.OF. HOUR/WEEK-2**

**TOTAL HOURS- 24**

**COURSE CODE: MHR20**

Semester	Course Name	Course Credit	Course Outcomes
II Regulation (2017-18)	Human Rights	02	CO1- The student will be able to know the nature of human rights its origin , the theories, the movements in the march of human rights and the facets of future of human rights.
			CO2- The student will be able to know the international dimension of human rights, the role of UN and the global effort in formulating conventions and declarations
			CO3- The student will be able to Perceive the regional developments of human rights in Europe , Africa and Asia and the enforceable value of human rights in international arena.
			CO4- The student will be able to have knowledge on the human rights perspectives in India, more developed by its constitution and special legislations
			CO5- The student will be able to know the redressal mechanism made available in case of human rights violation confined to India.

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	M	S	M	M	S	M	S	S	S
CO2	M	S	S	S	L	M	S	S	M	L
CO3	M	M	S	M	S	M	S	S	M	S
CO4	M	S	S	M	L	S	M	S	S	S
CO5	M	S	S	L	S	S	L	S	M	M

**PO- Programme outcome, CO- Course outcome**

**S- Strong, M- Medium, L- Low ( may be avoided)**

**SEMESTER III**  
**INDIRECT TAXES**

**CREDITS-5**

**CATEGORY - CORE**

**NO.OF. HOUR/WEEK-6**

**TOTAL HOURS- 78**

**COURSE CODE:MCM31**

Semester	Course Name	Course Credit	Course Outcomes
III Regulation (2012-13)	Indirect Taxes	05	CO1 – The students will able to know about the Canons of Taxation.
			CO2- The students will able to know about the Central Excise and CENVAT.
			CO3- The students will able to understand the customs duties
			CO4- The students will able to understand the authorities of Customs.
			CO5- The students will able to know about the VAT and Its Exemption.

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
<b>CO1</b>	S	M	M	M	S	M	M	S	S	M
<b>CO2</b>	S	M	S	S	M	S	S	M	S	M
<b>CO3</b>	M	S	M	S	S	S	M	M	M	S
<b>CO4</b>	S	M	S	M	S	S	M	S	S	M
<b>CO5</b>	S	S	S	S	M	M	M	M	S	S

**PO- Programme outcome, CO- Course outcome**

**S- Strong, M- Medium, L- Low ( may be avoided)**

**ORGANISATIONAL BEHAVIOUR**

**SEMESTER-3**

**CREDITS-5**

CATEGORY-CORE

NO.OF. HOUR/WEEK-6

TOTAL HOURS - 78

COURSE CODE: MCM32

Semester	Course Name	Course Credit	Course Outcomes
III Regulation (2012-13)	ORGANISATIONAL BEHAVIOUR	05	CO1- The student will be able to understand the basic concept of organizational behavior and foundations of individual behaviour.
			CO2- the student will be able to develop an idea about different motivational theories and evaluate motivational strategies used in a variety of organizational settings.
			CO3- The student will be able to understand the foundation of group dynamics and the nature of stress and its management.
			CO4- The student will be able to evaluate the appropriateness of various leadership styles and how to deal with organizational conflict.
			CO5- The student will be able to understand different types of organizational structures and importance of organizational effectiveness.

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	S	S	M	S	S
CO2	S	S	S	S	M	S	S	S	S	M
CO3	M	S	M	S	S	S	M	S	S	S
CO4	S	M	S	S	S	M	S	S	M	S
CO5	S	S	S	S	S	S	S	M	S	S

**PO- Programme outcome, CO- Course outcome**

**S- Strong, M- Medium, L- Low ( may be avoided)**

**ADVANCED COST ACCOUNTING**

**SEMESTER-4**

**CREDITS-5**

**CATEGORY - CORE****NO.OF. HOUR/WEEK-6****TOTAL HOURS- 78****COURSE CODE: MCM33**

<b>Semester</b>	<b>Course Name</b>	<b>Course Credit</b>	<b>Course Outcomes</b>
<b>III Regulation (2012-13)</b>	<b>Advanced Cost Accounting</b>	<b>04</b>	CO1 – The student will be able to understand the basic concepts in Cost Accounting and also familiarizing with the preparation of Cost Sheets, Tenders and Quotations.
			CO2 – The student will be able to understand Preparation of Process Costing.
			CO3 – The student will be able to Know the Standard Costing and Variance Analysis
			CO4 – The student will be aware of the Cost control and Cost Reduction.
			CO5 – The student will be able to develop the knowledge about Activity based costing.

<b>Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
<b>CO1</b>	S	M	S	M	S	M	M	S	S	M
<b>CO2</b>	M	M	M	S	M	S	S	S	S	M
<b>CO3</b>	M	S	M	S	S	S	M	M	M	S
<b>CO4</b>	S	M	S	S	S	S	S	S	S	M
<b>CO5</b>	S	M	S	S	M	M	M	M	S	S

**PO- Programme outcome, CO- Course outcome****S- Strong, M- Medium, L- Low ( may be avoided)**

**RESEARCH METHODOLOGY****SEMESTER-3****CREDITS-5****CATEGORY – CORE****NO.OF. HOUR/WEEK- 6****TOTAL HOURS -78****COURSE CODE:MCM34**

Semester	Course Name	Course Credit	Course Outcomes
III Regulation (2012-13)	RESEARCH METHODOLOGY	05	CO1- The student will be able to understand the basics of Research Methodology.
			CO2- The student will be able to know the Data Collection and Sampling
			CO3- The student will have understanding of Processing Data.
			CO4- The student will be able to have the awareness of Data Analysis through opt Statistical Tools
			CO5 - The student will be able to know about Research Report and SSPS package

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
<b>CO1</b>	S	S	S	M	S	M	M	S	S	M
<b>CO2</b>	S	M	M	S	M	S	S	S	S	M
<b>CO3</b>	S	S	M	S	S	S	M	M	M	S
<b>CO4</b>	S	M	S	S	S	S	S	S	S	M
<b>CO5</b>	S	M	S	S	M	M	S	M	S	S

**PO- Programme outcome, CO- Course outcome****S- Strong, M- Medium, L- Low ( may be avoided)**

**SEMESTER-3****CREDITS-3****CATEGORY - ELECTIVE****NO.OF. HOUR/WEEK- 6****TOTAL HOURS -78****COURSE CODE:BSCM36**

<b>Semester</b>	<b>Course Name</b>	<b>Course Credit</b>	<b>Course Outcomes</b>
III Regulation (2012-13)	SERVICE MARKETING	03	CO1- The student will be able to understand the Essential Elements of marketing mix in Service marketing
			CO2- The student will be able to develop an idea about marketing strategies for various services marketing-mix.
			CO3- The student will be able to know and learn about Product support services and Identify the problems of Service quality management
			CO4- The student will be able to learn the of Marketing of financial services.
			CO5 - The student will be able to acquire the knowledge about CRM.

<b>Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
<b>CO1</b>	S	S	S	M	S	M	M	S	S	M
<b>CO2</b>	S	M	M	S	M	S	S	S	S	M
<b>CO3</b>	S	S	M	S	S	S	M	M	M	S
<b>CO4</b>	S	M	S	S	S	S	S	S	S	M
<b>CO5</b>	S	M	S	S	M	M	S	M	S	S

**PO- Programme outcome, CO- Course outcome****S- Strong, M- Medium, L- Low ( may be avoided)****SEMESTER IV****DIRECT TAXES**



**CREDITS-5**

**CATEGORY - CORE**

**NO.OF. HOUR/WEEK- 6**

**TOTAL HOURS -78**

**COURSE CODE:MCM41**

<b>Semester</b>	<b>Course Name</b>	<b>Course Credit</b>	<b>Course Outcomes</b>
IV Regulation (2012-13)	DIRECT TAXES	05	CO1- The Students we able to Contrast The Different Basic Concepts In Income Tax
			CO2- The Students we able to understand and Compute Salary Income And Income From House Property
			CO3- The Students we able to understand and Construct The Statements For Business. Income, Professional Income And Capital Gains
			CO4- The Students we able to understand and Compute Income From Other Sources And Total Income Of Individuals
			CO5 - The Students we able to understand and Trace Assessment Procedure and Familiarizing Tax Planning

<b>Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
<b>CO1</b>	S	S	S	M	S	M	M	S	S	M
<b>CO2</b>	S	M	M	S	M	S	S	S	S	M
<b>CO3</b>	S	S	M	S	S	S	M	M	M	S
<b>CO4</b>	S	M	S	S	S	S	S	S	S	M
<b>CO5</b>	S	M	S	S	M	M	S	M	S	S

**PO- Programme outcome, CO- Course outcome**

**S- Strong, M- Medium, L- Low ( may be avoided)**

**SEMESTER-4****CREDITS-5****CATEGORY - CORE****NO.OF. HOUR/WEEK- 6****TOTAL HOURS -78****COURSE CODE:MCM42**

<b>Semester</b>	<b>Course Name</b>	<b>Course Credit</b>	<b>Course Outcomes</b>
IV Regulation (2012-13)	INVESTMENT MANAGEMENT	03	CO1- Making the students being well aware of types of financial markets
			CO2- Testing the knowledge of students about measurement of risk and return.
			CO3- Asses the performance of students in relation to Fundamental Analysis, Economic Analysis, Industry Analysis and Company Analysis.
			CO4- Evaluate student's knowledge on valuation of equity shares, preference shares, debentures and bonds
			CO5 - Getting the students to familiarize Efficient Market Hypothesis

<b>Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
<b>CO1</b>	S	S	S	M	S	M	M	S	S	M
<b>CO2</b>	S	M	M	S	M	S	S	S	S	M
<b>CO3</b>	S	S	M	S	S	S	M	M	M	S
<b>CO4</b>	S	M	S	S	S	S	S	S	S	M
<b>CO5</b>	S	M	S	S	M	M	S	M	S	S

**PO- Programme outcome, CO- Course outcome****S- Strong, M- Medium, L- Low ( may be avoided)****PROJECT DEVELOPMENT**

**SEMESTER-4**

**CREDITS-5**

**CATEGORY - CORE**

**NO.OF. HOUR/WEEK- 6**

**TOTAL HOURS -78**

**COURSE CODE: MCM43**

<b>Semester</b>	<b>Course Name</b>	<b>Course Credit</b>	<b>Course Outcomes</b>
IV Regulation (2012-13)	PROJECT DEVELOPMENT	05	CO1- The students will be able to understand the Project and its development
			CO2- The students will be able to understand the Capital expenditure decisions of projects
			CO3- The students will be able to understand the Economic Viability of the project.
			CO4- The students will be able to understand the Sources of Project Finance.
			CO5 - The students will be able to understand the Project schedule and control mechanism.

<b>Cos</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>
<b>CO1</b>	S	S	S	M	S	M	M	S	S	M
<b>CO2</b>	S	M	M	S	M	S	S	S	S	M
<b>CO3</b>	S	S	M	S	S	S	M	M	M	S
<b>CO4</b>	S	M	S	S	S	S	S	S	S	M
<b>CO5</b>	S	M	S	S	M	M	S	M	S	S

**PO- Programme outcome, CO- Course outcome**

**S- Strong, M- Medium, L- Low (may be avoided)**

**SEMESTER-4****CREDITS-5****CATEGORY - CORE****NO.OF. HOUR/WEEK- 6****TOTAL HOURS -78****COURSE CODE:MCM44**

Semester	Course Name	Course Credit	Course Outcomes
IV Regulation (2012-13)	MARKETING RESEARCH	05	CO1- The student will be able to scope and concept of marketing research.
			CO2- The student will be able to define the Marketing Research process.
			CO3- The student will be able to identify the appropriate tool for collecting data.
			CO4- To know ethics in Marketing Research
			CO5 - The student will be able to apply the concepts of marketing research in sales, product, market and advertising.

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	M	M	S	S	M
CO2	S	M	M	S	M	S	S	S	S	M
CO3	S	S	M	S	S	S	M	M	M	S
CO4	S	M	S	S	S	S	S	S	S	M
CO5	S	M	S	S	M	M	S	M	S	S

**PO- Programme outcome, CO- Course outcome****S- Strong, M- Medium, L- Low ( may be avoided)**

**SEMESTER-4****CREDITS-3****CATEGORY - ELECTIVE****NO.OF. HOUR/WEEK- 6****TOTAL HOURS -78****COURSE CODE:BSCM36**

Semester	Course Name	Course Credit	Course Outcomes
IV Regulation (2012-13)	BUSINESS ENVIRONMENT AND POLICY	03	CO1- The students know about the Environment culture, social and political policies.
			CO2- The students will be able to understand the Economic Reforms in India
			CO3- The students will be able to the MNC's Strategies of India
			CO4- The students will be able to understand the Business policy and corporate strategy.
			CO5 - The students will be able to understand the Business Ethics and Social Responsibility of Business and Society.

Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	S	S	S	M	S	M	M	S	S	M
CO2	S	M	M	S	M	S	S	S	S	M
CO3	S	S	M	S	S	S	M	M	M	S
CO4	S	M	S	S	S	S	S	S	S	M
CO5	S	M	S	S	M	M	S	M	S	S

**PO- Programme outcome, CO- Course outcome****S- Strong, M- Medium, L- Low ( may be avoided)**