



HOLY CROSS COLLEGE (AUTONOMOUS)
Affiliated to Bharathidasan University
Nationally Accredited (3rd Cycle) with 'A' grade by NAAC
College with Potential for Excellence.
Tiruchirappalli - 620002.

Department of Commerce

Programme: B.Com Regular / Computer Applications

PO No.	Programme Outcomes Upon completion of the B.Com. Degree Programme, the graduate will be able to
PO-1	Obtain quality education in the areas of Commerce
PO-2	Acquire practical skills to gather information, assess, create and execute new ideas to develop entrepreneurial skills.
PO-3	Receive training in Research and Computer skills.
PO-4	Develop a local, regional, national and international perspective and be competent enough in the area of Trade and Commerce.
PO-5	Create ethically conscious and socially responsible business standards

***Use words that show the outcomes will be fulfilled following the completion of the Programme.**

PSO No.	Programme Specific Outcomes Upon completion of these courses the student would
PSO – 1	Acquire academic excellence with an aptitude for higher studies, professional certification and research
PSO – 2	Become aware of the basic concepts in the areas of Marketing, Human Resources and Finance
PSO – 3	Apply skills in doing research and use the ICT tools
PSO – 4	Become aware of the various laws governing business
PSO – 5	Acquire necessary skills to manage various positions in the corporate sector and in the field of education.

B.COM REGULAR/ COMPUTER APPLICATIONS - FROM 2015 ONWARDS

Course Title	MAJOR CORE 4 – CORPORATE ACCOUNTING I		
Code	U15CO3MCT04		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall the types of shares and give the journal entries and ledger accounts for issue, forfeiture and reissue of shares.	1	Ap
CO-2	Classify the types of debentures and give the journal entries and prepare necessary ledger accounts for issue of debentures.	1	Ap
CO-3	Recall the procedure for redemption of preference shares and debentures.	1	Ap
CO-4	Prepare Profit and Loss statement and Balance Sheet of companies in vertical format.	1	Ap
CO-5	Recognize the methods of valuation of goodwill and find the value of goodwill under different methods.	1	Ap
CO-6	Recall the methods of valuation of shares and calculate the value of shares using different methods.	4	Ap
CO-7	Identify the reasons for acquisition of business and calculate the value of purchase consideration and construct new Balance Sheet after acquisition.	3	Ap
CO-8	Recall the procedure for computing profit prior to incorporation and calculate profit prior to and after incorporation	1	Ap
CO-9	Enhance accounting skills relevant to companies	1	Ap

Course Title	MAJOR CORE 5 - PRINCIPLES OF MARKETING		
Code	U16CO3MCT05		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Define the marketing concepts and list out the functions of marketing.	1	U
CO-2	Explain the product planning and policies and demonstrate the market segmentation.	2	U
CO-3	Interpret the various pricing policies followed by the organizations.	2	U
CO-4	Selection of media for Advertisement and also analyze the role of salesman in promotion	2	An
CO-5	Compare the various channels of distribution	2	E
CO-6	Develop marketing skills and supports entrepreneurship abilities	2	U

Course Title	ALLIED OPTIONAL 4 - SERVICES MARKETING		
Code	U15CO3AOT02		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Define the services marketing and list out the reasons for its growth and explain its role in an economy.	2	U
CO-2	Explain the role of People, process and physical evidence in services marketing.	2	U
CO-3	Discuss the guidelines for managing service competition.	3	U
CO-4	Interpret the challenges to global service marketers.	3	U
CO-5	Discuss the marketing mix if various services like banking, tourism and hotels.	3	U
CO-6	Recalls the marketing practices of Hospitals and the education sector.	3	U
CO-7	Create marketing skills required in service sectors and public relations	3	U

Course Title	ALLIED OPTIONAL 4 - HUMAN RESOURCES MANAGEMENT		
Code	U15CO3AOT03		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Understand the fundamentals of HR.	2	U
CO-2	Learn the tactics for employee relations and avoid attrition	2	U
CO-3	Analyze the real time implications of an interview	2	U
CO-4	Acquire skill based mechanism	2	U
CO-5	Identify the role of employee with measure of incentives	2	U
CO-6	Develop skills in efficient management of human resources in any organisation	2	U

Course Title		ALLIED OPTIONAL 4 - INDIAN FINANCIAL SYSTEM		
Code		U15CO3AOT04		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level	
CO-1	Identify the functions and structure of the Indian Financial System	2	U	
CO-2	Examine the functions of the various kinds of financial institutions	2	U	
CO-3	Explain the functions of the finance markets.	2	U	
CO-4	Classify the different types of financial instruments.	2	U	
CO-5	Explain the functions and importance of the regulatory authorities	2	U	
CO-6	Develop teaching Skills through basic understanding of Indian financial system	2	U	

Course Title		SBE 3 - BUSINESS SOFTWARE- EXCEL		
Code		U15CO3SBP03		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level	
CO-1	Explain the concepts of Worksheets in Excel	2	U	
CO-2	Type a Paragraph using all menus in formatting cells	2	U	
CO-3	Draw Charts using Word art	2	U	
CO-4	Classify the different types of financial instruments.	2	U	
CO-5	Create own data & edit, analyse & organize it	2	U	
CO-6	Find out the solution using the Mathematical and statistical functions	2	U	

Course Title		MAJOR CORE 6 - BANKING THEORY LAW AND PRACTICE		
Code		U15CO4MCT06		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level	
CO-1	Identify the functions of the Commercial & Reserve Bank of India.	2	U	
CO-2	Examine the various kinds of banker and customer relationship	2	U	
CO-3	Explain the features of Negotiable instruments and the role of paying banker and collecting banker as per bank rules	3	U	
CO-4	Classify the different Modes of securing advances	4	U	
CO-5	State the recent trends in e-banking	3	U	
CO-6	Develop banking skills which supports business and entrepreneurship	3	U	

Course Title	MAJOR ELECTIVE 1 - COST ACCOUNTING		
Code	U15CO4MET01		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Classify the cost and demonstrate evaluate the accounting procedure in preparation of cost sheet, tender & quotation	2	U
CO-2	Interprets the various methods of pricing of materials	2	U
CO-3	Develop knowledge to compute labour cost & Identify methods of wage payment and Construct machine hour rate.	3	U
CO-4	Distinguish specific order & operation costing and prepares contract account and process account.	4	U
CO-5	Explain the concepts related to transport costing and summarize the accounting procedure for reconciliation statement.	3	U

Course Title	ALLIED OPTIONAL 5 - CREATIVE ADVERTISING		
Code	U15CO4AOT06		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Apply creativity in developing layouts	2	Ap
CO-2	Relate and rephrase the advertising budget factors and allocation methods.	2	U
CO-3	Understand the production process of advertising	2	U
CO-4	Outline methods for measuring advertising effectiveness	2	U
CO-5	Apply photoshop tools in editing images	2	Ap
CO-6	Develop photshop skills and create self employment	2	Ap

Course Title	ALLIED OPTIONAL 5 - LABOUR LAWS		
Code	U15CO4AOT07		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	State the scope and objects of-Factories Act, 1948 (with amendments)	2	U
CO-2	Explain the importance of Industrial legislations to Workmen Compensation Act, etc	2	U
CO-3	Discuss the legislations relating to welfare of workers with reference to Payment of wages Act,	2	U
CO-4	Critically evaluate the laws relating to Industrial disputes Act.	2	U
CO-5	Enumerate the provisions relating to Registration and recognition of trade Unions	5	U
CO-6	Develop teaching skills	5	U

Course Title	ALLIED OPTIONAL 5 - FINANCIAL SERVICES		
Code	U15CO4AOT08		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recognize the features and importance of financial services and Merchant Banking	2	U
CO-2	Identify the features and importance of Venture capital and Lease financing	2	U
CO-3	Explain the functions and importance of Factoring and Forfaiting	2	U
CO-4	Examine the meaning and process of securitization	2	U
CO-5	Examine the different kinds of mutual funds and the functions of Credit rating agencies	2	U
CO-6	Develop investment skills and entrepreneurial ability	2	Ap

Course Title	ALLIED OPTIONAL 5 - BASICS OF ACCOUNTING (For BCA)		
Code	U15CO4AOT09		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Examine the fundamentals of accounting concepts and its implications.	1	U
CO-2	Develop nomenclatures of accounting cycle	1	U
CO-3	Perceive knowledge on depreciation and its various methods.	1	Ap
CO-4	Identify and disclose the errors involved in accounting process	1	Ap
CO-5	Adapt with the global changing competitive era.	1	U
CO-6	Develop accounting skills and employable in business organizations	1	Ap

Course Title	ALLIED OPTIONAL – 6 CONSUMER BEHAVIOUR		
Code	U15CO4AOT10		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Explain the fundamental concepts of consumer behavior;	2	U
CO-2	Discuss the concepts of consumer decision making process;	2	U
CO-3	Analyse the psychological influences on consumer decision making process;	2	An
CO-4	Evaluate the sociological influences in consumer behaviour	2	An
CO-5	Describe the new diffusion of innovation in consumer behavior	3	U
CO-6	Develop marketing skills understanding consumer wants and needs	3	Ap

Course Title		ALLIED OPTIONAL – 6 ORGANIZATIONAL BEHAVIOUR		
Code		U15CO4AOT11		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level	
CO-1	Examine and acquire the fundamental concepts of organizational behavior	2	U	
CO-2	Distinguish the biographical characteristics of an individual behavior	2	U	
CO-3	Dissect on the positive outlook of motivation and manage the stress level	3	U	
CO-4	Adapt to group mechanism and construct decision making ability	3	U	
CO-5	Originates leadership qualities and conjoin with resolving conflicts.	3	U	
CO-6	Develop human skills and understanding coworkers in employment	3	U	

Course Title		ALLIED OPTIONAL – 6 SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT		
Code		U15CO4AOT12		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level	
CO-1	Understand the objectives of Investment and Analyse the various investment alternatives that are available for an investor	4	U	
CO-2	Remember and understand the Indian Financial System	2	U	
CO-3	Understand and analyse the intrinsic value of shares and the basis of Fundamental analysis.	4	An	
CO-4	Understand and evaluate the market value of shares by applying technical tools	4	An	
CO-5	Apply the principles of portfolio management and construct an efficient portfolio	4	An	
CO-6	Create investment skills and entrepreneurial ability	4	An	

Course Title		MAJOR CORE 7 - PRINCIPLES OF AUDITING		
Code		U16CO5MCT07		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level	
CO-1	Understand the basic concepts in auditing and control techniques.	5	U	
CO-2	Examine the various transactions made through vouching.	5	U	
CO-3	Analyze the verification and valuation of assets & Liabilities	5	U	
CO-4	Understand the role and the liabilities of an auditor.	5	U	
CO-5	Explain the various investigation activities and assurance standard in auditing.	5	U	
CO-6	Develop skill relating to maintaining registers and books of accounts of business	5	Ap	

Course Title	MAJOR CORE 8 - INCOME TAX LAW AND PRACTICE		
Code	U16CO5MCT08		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Remember and understand the basic concepts of Income, Tax and Tax liability of the Income Tax Act 1961.	5	U
CO-2	Understand and apply the provisions of Income from Salary.	5	Ap
CO-3	Understand and apply the provisions of Income from House property and Capital Gains.	5	Ap
CO-4	Understand and apply the provisions of Taxable profits from Profits and Gains of Business or Profession.	4	Ap
CO-5	Understand and apply the provisions of Income from the Other Sources.	4	Ap
CO-6	Develop skills relating to tax calculation for personal and professional purposes	4	Ap

Course Title	MAJOR CORE 9 - CORPORATE ACCOUNTING II		
Code	U16CO5MCT10		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Understand the concept of amalgamation and applies the accounting standards with respect to Amalgamations and mergers	1	Ap
CO-2	Understand the concept of external and internal reconstruction and applies it for preparing accounts	1	Ap
CO-3	Understand the principle of consolidation and applies the relevant accounting standards in preparing the accounts	1	Ap
CO-4	Prepares the Liquidation accounts based on the statutory format	3	Ap
CO-5	Prepares the final account as per the format	1	Ap
CO-6	Enhance accounting skills relevant to companies	2	Ap

Course Title		MAJOR CORE PAPER 10 - BUSINESS MANAGEMENT		
Code		U16CO5MCT11		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level	
CO-1	Explain & summarize the various systems and approaches of management.	2	U	
CO-2	Construct & develop appropriate planning strategy to accomplish the job done.	2	An	
CO-3	Compare & Contrast the various types of organization structures.	3	An	
CO-4	Analyze the needed to be a good communicator & they will be able to interpret the various leadership styles.	3	U	
CO-5	Categorize the various controlling mechanisms.	3	U	
CO-6	Enhance organizing skills in conducting any organisation in an efficient manner	3	Ap	

Course Title		MAJOR ELECTIVE 2 - COMPANY LAW		
Code		U16CO5MET02		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level	
CO-1	Recall the concepts of company and classify its types of Companies.	3	U	
CO-2	Remember the procedure of incorporation of company.	3	U	
CO-3	Explain the important statutory documents of a Company.	3	U	
CO-4	Discuss the legal provisions relating to alter the contents of the statutory documents of a company.	3	An	
CO-5	Recall the various types of prospects and the legal provisions of allotment of securities.	3	U	
CO-6	Elucidate the administration setup of a company.	2	U	
CO-7	Discuss various meetings of the company.	3	U	
CO-8	Explain different types of winding up of a company and legal provisions relating to winding up of a company.	3	U	
CO-9	Develop skills relating to practical functioning of companies	3	Ap	

Course Title		NME 1 - BASIC PRINCIPLES OF ACCOUNTANCY		
Code		U16CO5NMT01		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level	
CO-1	Explain the concepts and conventions of accounting	1	U	
CO-2	Understand the Accounting system.	1	U	
CO-3	Preparation of subsidiary books	2	Ap	
CO-4	Preparation of cash books	2	Ap	
CO-5	Evaluation final accounts of a firm	2	Ap	
CO-6	Develop accounting skills in maintaining a firm	2	Ap	

Course Title	NME 1 - COSTING AND COST CONTROL TECHNIQUES		
Code	U16CO5NMT02		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Understand the concepts of cost	1	U
CO-2	Prepare cost sheet for an organization	3	Ap
CO-3	Evaluate cost, profit margin and calculate breakeven point	3	Ap
CO-4	Calculate material variance.	3	Ap
CO-5	Prepare sales, production and flexible budgets.	4	Ap
CO-6	Develop cost accounting skills	2	Ap

Course Title	MAJOR CORE 11- MANAGEMENT ACCOUNTING		
Code	U16CO6MCT12		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recognize the relationship between Cost, Financial and Management Accounting	1	U
CO-2	Draw conclusion about the liquidity, solvency and profitability of business entities based on comparative statements, common size statements, trend analysis and ratio analysis	2	An
CO-3	Prepare Funds flow statement and make inferences	3	Ap
CO-4	Prepare Cash flow statement based on Revised Accounting Standard and make inferences	3	Ap
CO-5	Prepare marginal cost statement and calculate breakeven point	3	Ap
CO-6	Compare different proposals based on marginal costing technique and draw conclusion	2	Ap
CO-7	Prepare different types of budgets and make a comparison	2	Ap
CO-8	Calculate material, labour and overhead variances and make inferences based on variances	2	Ap
CO-9	Develop accounting skills in managing any organisation	2	Ap

Course Title	MAJOR CORE -12: FINANCIAL MANAGEMENT		
Code	U16CO6MCT13		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Understand the concepts and important terms in financial management.	2	U
CO-2	Apply the concepts of time value of money and cost of capital.	2	Ap
CO-3	Understand the commonly used capital structure theories.	3	U
CO-4	Analyse the various types of leverages, EBIT and EPS.	3	An
CO-5	Understand and apply the various methods in capital budgeting.	3	Ap
CO-6	Determine working capital, apply the principles of cash management and receivables management.	3	Ap
CO-7	Develop skills relating to investment and cash management in business	2	Ap

Course Title	MAJOR CORE 13- BUSINESS ENVIRONMENT		
Code	U16CO6MCT14		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Evaluate Concepts of business environment.	2	U
CO-2	Evaluate Concepts of economic factors that influence the economic environment.	2	U
CO-3	Determine Political stability and the policies of the government.	3	U
CO-4	Appraise the social and cultural environment of the business.	3	U
CO-5	Appraise philosophies of global approaches to managing a business successfully in a global environment.	3	U
CO-6	Create business venture suitable to the micro and macro environment	3	Ap

Course Title	MAJOR ELECTIVE 3 - RETAIL MANAGEMENT		
Code	U16CO6MET03		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Analyse retailing problems, factors, issues and challenges at global market level.	2	An
CO-2	Evaluate traditional retail formats	2	U
CO-3	Classify modern retail formats in current scenario	2	U
CO-4	Discuss the retail strategic planning, location, factors and planning policies	3	An
CO-5	Describe the retail marketing strategy, store loyalty, franchising and CRM.	3	U
CO-6	Develop marketing skills and maintenance of retail outlets to enhance business profits	3	Ap

Course Title	MAJOR ELECTIVE 3- INTERNATIONAL HUMAN RESOURCES MANAGEMENT		
Code	U16CO6MET04		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Examine the issues opportunities and challenges pertaining to international HRM;	2	U
CO-2	Examine the competency in dealing with cross cultural situations;	2	U
CO-3	Discover the sources for attracting and recruiting talent and appropriate practices for job placement in international levels;	1	U
CO-4	Identify the various IHRM processes such as international staffing, training and Development;	1	U
CO-5	Identify the new developments in IHRM and developing the managing role of human resources in the global arena	1	U

Course Title	MAJOR ELECTIVE 3 - INTERNATIONAL FINANCIAL MANAGEMENT		
Code	U16CO6MET05		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Apprehends the concepts relating to foreign exchange	2	U
CO-2	Perceives the risks in hedging, swaps, spot and forward	2	U
CO-3	Categorizes the various methods of raising funds through securities in international markets	3	U
CO-4	Evaluates the prevailing international monetary systems	3	U
CO-5	Determines the various international payment methods	2	U

Course Title	NME 2 - MARKETING PRACTICES		
Code	U16CO6NMT03		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Understands the basic functions of marketing	2	U
CO-2	Develop the idea new product planning and product life cycle	2	U
CO-3	Examine the pricing methods and factors affecting them	3	U
CO-4	Identify the various channels of distribution	3	U
CO-5	Compare and contrast the various promotional strategies available in business.	3	An
CO-6	Create marketing skills and develop entrepreneurial abilities	3	Ap

Course Title	SBE 5 - BUSINESS SOFTWARE		
Code	U16CO6SBP05		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Differentiate the concepts of Computerized Accounting and manual accounting	3	Ap
CO-2	Categories all types of Vouchers	3	Ap
CO-3	Prepare Final Accounts with Adjustments	3	Ap
CO-4	Develop stock ledger with stock item & stock group	3	Ap
CO-5	Prepare Cost Center & Cost category.	3	Ap
CO-6	Develop accounting skills and employable in all types of business organizations	3	Ap

Programme: B.Com

PO No.	Programme Outcomes Upon completion of the B.Com. Degree Programme, the graduate will be able to
PO-1	Obtain quality education in the areas of Commerce
PO-2	Acquire practical skills to gather information, assess, create and execute new ideas to develop entrepreneurial skills.
PO-3	Receive training in Research and Computer skills.
PO-4	Develop a local, regional, national and international perspective and be competent enough in the area of Trade and Commerce.
PO-5	Create ethically conscious and socially responsible business standards

PSO No.	Programme Specific Outcomes <i>Upon completion of these courses the student would</i>
PSO - 1	Acquire academic excellence with an aptitude for higher studies, professional certification and research
PSO - 2	Become aware of the basic concepts in the areas of Marketing, Human Resources and Finance
PSO - 3	Apply skills in doing research and use the ICT tools
PSO - 4	Become aware of the various laws governing business
PSO - 5	Acquire necessary skills to manage various positions in the corporate sector and in the field of education.

Course Title	MAJOR CORE 1 - FINANCIAL ACCOUNTING-I		
Code	U18CO1MCT01		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recognize the basic accounting concept and conventions	1	U
CO-2	Apply the rules of double entry book keeping for the preparation of final accounts	2	Ap
CO-3	Recognize the different types of errors committed while preparing the books of accounts, the procedure for rectifying the errors committed, rectify the errors and prepare suspense account	2	An
CO-4	Pass entries in the books of parties concerned with bills of exchange	1	Ap
CO-5	Recognise the procedure for preparing the final accounts of Non Profit concerns , differentiate between receipts and Payments a/c and Income & Expenditure a/c and prepare the final accounts	2	An
CO-6	Cultivate accounting skills to manage the profits and losses of any trading organization	2	Ap

Course Title	MAJOR CORE PAPER 2 – PRINCIPLES OF MARKETING		
Code	U18CO1MCT02		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Define the marketing concepts and list out the functions of marketing.	1	U
CO-2	Explain the product planning and policies and demonstrate the market segmentation.	2	U
CO-3	Interpret the various pricing policies followed by the organizations.	2	U
CO-4	Selection of media for Advertisement and also analyze the role of salesman in promotion	2	An
CO-5	Compare the various channels of distribution	2	E
CO-6	Develop marketing skills and supports entrepreneurship abilities	2	U

Course Title	MAJOR CORE 3– FINANCIAL ACCOUNTING II		
Code	U18CO2MCT03		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recall the methods providing depreciation and summarise the claim for loss of profit and stock	2	U
CO-2	Apply the knowledge on single entry system of bookkeeping	4	Ap
CO-3	Compile information to adapt the debtors, debtors and stock system of accounting of dependent branches and recall the methods of interest calculation and accounting g procedures of hire purchase system	4	Ap
CO-4	Relate the accounting procedures relating to admission and death of partners.	2	Ap
CO-5	Illustrate the accounting procedures of death and insolvency of a partner.	2	Ap
CO-6	Cultivate accounting skills under hirepurchase, branch and royalty.	2	Ap

Course Title	MAJOR CORE 4–BUSINESS LAW		
Code	U18CO2MCT04		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Understand the rules regarding offer, acceptance, consideration and capacity to contract	1,4	U
CO-2	Remember the rules regarding free consent, legality of object, performance and discharge of contract	1	R
CO-3	Analyze and explain special contracts and Limited Liability Partnership form of business organization	1	An
CO-4	Relate law guiding the Contract of agency and understand Cyber laws and Right to Information Act	4,5	An
CO-5	Explain the rules pertaining to Sale of Goods Act	5	R
CO-6	developskills on solving legal issues pertaining to business	1	An

B.Com - Business Process Outsourcing

PO No.	Programme Outcomes Upon completion of the B.Com Degree Programme, the graduate will be able To
PO-1	Be Job ready for the BPO industry and can become entrepreneur
PO-2	Obtain quality education in the area of Business Process Outsourcing
PO-3	Acquire practical skills to gather information, assess, create and execute new ideas at the work place
PO-4	Receive training in Commerce and Computer skills.
PO-5	Create ethically conscious and socially responsible business standards

PSO No.	Programme Specific Outcomes Upon completion of these courses the student would
PSO-1	Acquire necessary skills to manage various positions in the BPO sector
PSO-2	Have in depth knowledge on aspects related to BPO
PSO-3	Become aware of the various processes in BPO
PSO-4	Acquire academic excellence with an aptitude for higher studies, professional certification and research
PSO-5	Become aware of the basic concepts in the areas of Marketing, Human Resources and Finance and develop employability skills

Course Title	Practical English – I		
Code	U18CB1ENT01		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Overview of communication process and introduction to corporate communication	PSO4	U
CO-2	Listening skills – pre, while and post listening	PSO1	Ap
CO-3	Self Introduction skills	PSO1	Ap
CO-4	The learners become effective in reading and understanding spelling and grammar	PSO4	Ap
CO-5	Understand techniques of writing mails in different scenarios	PSO4	Ap
CO-6	Enhances Communication Skills	PSO4	Ap

Course Title	MAJOR CORE 1 - FINANCIAL ACCOUNTING-I		
Code	U18CB1MCT01		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recognise the basic accounting concept and conventions	PSO-4	Ap
CO-2	Apply the rules of double entry book keeping for the preparation of final accounts	PSO-4	Ap
CO-3	Recognize the different types of errors committed while preparing the books of accounts, the procedure for rectifying the errors committed, rectify the errors and prepare suspense account	PSO-4	Ap
CO-4	Pass entries in the books of parties concerned with bills of exchange	PSO-3	Ap
CO-5	Recognise the procedure for preparing the final accounts of Non Profit concerns , differentiate between receipts and Payments a/c and Income & Expenditure a/c and prepare the final accounts	PSO-3	Ap
CO-6	Recognise the accounting procedure for valuation of stock, abnormal loss and pass journal entries in the books of parties and prepare the ledger account	PSO-3	Ap
CO-7	Cultivates accounting skills to manage the profits and losses of any trading organization	PSO-3	Ap

Course Title	MAJOR CORE PAPER 2 – PRINCIPLES OF MARKETING		
Code	U18CB1MCT02		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Define the marketing concepts and list out the functions of marketing.	PSO-5	U
CO-2	Explain the product planning and policies and demonstrate the market segmentation.	PSO-5	U
CO-3	Interpret the various pricing policies followed by the organizations.	PSO-3 &5	An
CO-4	Selection of media for Advertisement and also analyze the role of salesman in promotion	PSO-5	An
CO-5	Compare the various channels of distribution	PSO-4	An
CO-6	Recalls the various concepts of Modern Marketing.	PSO-5	U
CO-7	Enhances marketing skills	PSO-5	Ap

Course Title	Allied 1 - Introduction to BPO		
Code	U18CB1ACT01		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Overview of history and evolution Business Process Outsourcing along with global trends and triggers of the BPO industry.	PSO2	R,U
CO-2	Knowledge of the different stages leading to BPO	PSO2	U
CO-3	An introduction to back office and the working of call centers	PSO1	U
CO-4	An exposure to Finance, Insurance and Human Resource BPO	PSO1	U, Ap
CO-5	Deeper understanding of the different facets in the life cycle of a BPO deal	PSO3	U
CO-6	Enhances Employability Skills	PSO1	Ap

Course Title	Allied 2 – Business Communication		
Code	U18CB1ACT02		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	To introduce the learners to basics of Business Communication and also train them in the nuances of formal and informal language	PSO4	U
CO-2	To hone the grammatical knowledge and skills of the learners so they become effective communicators	PSO4	U
CO-3	To make the learners active listeners and speakers so they perform better at Group Discussions and at Interviews	PSO1	Ap
CO-4	To develop the written skills in the learners with emphasis on correspondence in the various business scenarios	PSO1	Ap
CO-5	To develop the ability to present self through resume in the most effective way	PSO1	Ap
CO-6	Enhances Employability Skills	PSO1	Ap

B.Com - Business Process Outsourcing

Course Title	Practical English – II		
Code	U18CB2ENT02		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Students will be able to write and spell correctly	PSO4	Ap
CO-2	Improve listening skills by asking questions and seeking clarification	PSO1	Ap
CO-3	Understand the power of words and choose them right	PSO1	Ap
CO-4	Enable the learners to read for research, choose the right source and develop reading from the internet source	PSO1	Ap
CO-5	Become effective in writing and understanding the target audience	PSO4	Ap
CO-6	Enhances Communication Skills	PSO4	Ap

Course Title	MAJOR CORE 3 - COST ACCOUNTING		
Code	U18CB5MCT03		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Classify the cost and demonstrate evaluate the accounting procedure in preparation of cost sheet, tender & quotation	PSO-2	Ap
CO-2	Interprets the various methods of pricing of materials	PSO-3	R, U
CO-3	Develop knowledge to compute labour cost & Identify methods of wage payment and Construct machine hour rate.	PSO-4	R, U, Ap
CO-4	Distinguish specific order & operation costing and prepares contract account and process account.	PSO-4	R, U, Ap
CO-5	Explain the concepts related to transport costing and summarize the accounting procedure for reconciliation statement.	PSO-2	Ap
CO-6	Enhances accounting skills relevant to production units	PSO-2	Ap

Course Title	MAJOR CORE 4-PRINCIPLES OF BANKING		
Code	U18CB2MCT04		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Identify the functions of the Commercial & Reserve Bank of India.	PSO-2	U
CO-2	Examine the various kinds of banker and customer relationship	PSO-2	U
CO-3	Explain the features of Negotiable instruments and the role of paying banker and collecting banker as per bank rules	PSO-5	U
CO-4	Classify the different Modes of securing advances	PSO-5	U
CO-5	State the recent trends in e-banking	PSO-1	U
CO-6	Enhances Employability skills in Banking sector	PSO-5	Ap

Course Title	Allied 3 – Quality and Customer Service		
Code	U18CB2ACT03		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Overview of quality ,quality gurus and quality in the BPO industry	PSO2	R, U
CO-2	Knowledge of Service Level Agreement , requirement and preparation of SLA	PSO2	U, Ap
CO-3	Introduction to six sigma and its contribution to BPO.	PSO1	U, Ap
CO-4	Understanding customer and customer service.	PSO2	U
CO-5	Learning how to deliver excellent customer service.	PSO1	U
CO-6	Enhance Employability skills	PSO2	Ap

School of Management Studies
Programme: B.Voc (Banking, Financial Services and Insurance)

PO No.	Programme Outcomes Upon completion of the B.Com. Degree Programme, the graduate will be able to
PO-1	Obtain quality education in the areas of banking, financial services and insurance
PO-2	Become aware of the recent techniques in the areas of banking, financial services and insurance.
PO-3	The concepts and principles used in banking, financial services and insurance.
PO-4	Develop a local, regional, national and international perspective and be competent enough in the area of Trade and Commerce.
PO-5	Create ethically conscious and socially responsible business standards

**Use words that show the outcomes will be fulfilled following the completion of the Programme.*

PSO No.	Programme Specific Outcomes Upon completion of these courses the student would
PSO-1	Acquire judicious mix of skills relating to a banking, financial services and insurance profession
PSO-2	Analyse the recent trends in the field of Banking
PSO-3	Evaluate the performance of securities in the stock markets
PSO-4	Analyse the various insurance policies that are provided by the Insurance companies and gain employability skills
PSO-5	Acquire practical skills to gather information, assess, create and execute new ideas to develop entrepreneurial skills.

Course Title	MAJOR CORE 1 - FINANCIAL ACCOUNTING		
Code	U18BV1MCT01		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recognise the basic accounting concept and conventions.	1	U
CO-2	Apply the rules of double entry book keeping for the preparation of final accounts	1	Ap
CO-3	Recognize the different types of errors committed while preparing the books of accounts, the procedure for rectifying the errors committed, rectify the errors and prepare suspense account	1	Ap
CO-4	Pass entries in the books of parties concerned with bills of exchange	1,4	Ap
CO-5	Recognise the procedure for preparing the final accounts of Non Profit concerns , differentiate between receipts and Payments a/c and Income & Expenditure a/c and prepare the final accounts	1,4	Ap
CO-6	Recognise the accounting procedure for valuation of stock, abnormal loss and pass journal entries in the books of parties and prepare the ledger account	1,4	Ap
CO-7	Cultivates accounting skills to manage the profits and losses of any trading organization	5	Ap

Course Title	ALLIED PAPER – IBUSINESS MANAGEMENT		
Code	U18BV1AOT01		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Identify the Contributions by Taylor, Henry Fayol, and Drucker.	5	U
CO-2	Demonstrate the planning decisions in an organization with the various methods of planning.	5	Ap
CO-3	Identify the organizations process, departmentation, organization structure and span of control	5	U
CO-4	Paraphrase of recruitment, selection and training in an organization	5	U
CO-5	Recognize the optimum control process and control techniques	5	U
CO-6	Enhances the skills of conducting any organisation in an efficient manner	5	Ap

Course Title	Allied 1 – PRINCIPLES OF MARKETING		
Code	U18BV1AOT02		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Define the marketing concepts and list out the functions of marketing.	1	U
CO-2	Explain the product planning and policies and demonstrate the market segmentation.	5	U
CO-3	Interpret the various pricing policies followed by the organizations.	1	An
CO-4	Selection of media for Advertisement and also analyze the role of salesman in promotion	5	An
CO-5	Compare the various channels of distribution	1	An
CO-6	Recalls the various concepts of Modern Marketing.	5	U
CO-7	Enhances marketing skills	1	Ap

Course Title	Allied 2 – Business Communication		
Code	U18BV1AOT04		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	To introduce the learners to basics of Business Communication and also train them in the nuances of formal and informal language	5	U
CO-2	To hone the grammatical knowledge and skills of the learners so they become effective communicators	5	U
CO-3	To make the learners active listeners and speakers so they perform better at Group Discussions and at Interviews	1	Ap
CO-4	To develop the written skills in the learners with emphasis on correspondence in the various business scenarios	5	Ap
CO-5	To develop the ability to present self through resume in the most effective way	5	Ap
CO-6	Enhances Teaching Skills	1	Ap

Course Title	Allied – 3BUSINESS ENVIRONMENT		
Code	U18BV1AOT05		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Demonstrate and develop conceptual framework of business environment and the consumer protection Act.	1	U
CO-2	Analyze the economic environment for strategic decision making and predict its impact in business	5	U
CO-3	Retrieve the concept of labour environment and workers participation in management	5	E
CO-4	Understand the socio cultural environment and technological environment and its influence on the business to create, evaluate and assess a range of business options.	1	U
CO-5	Determine the impact of global environment and globalization to Indian Business and understand the challenges of international business and foreign capital in Indian business	3	U
CO-6	Enhances Employability Skills	3	Ap

Course Title	Allied 3 - Introduction to BPO		
Code	U18BV1AOT06		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Overview of history and evolution Business Process Outsourcing along with global trends and triggers of the BPO industry.	1	R,U
CO-2	Knowledge of the different stages leading to BPO	5	U
CO-3	An introduction to back office and the working of call centers	5	U
CO-4	An exposure to Finance, Insurance and Human Resource BPO	4	U, Ap
CO-5	Deeper understanding of the different facets in the life cycle of a BPO deal	5	U
CO-6	Enhances Employability Skills	5	Ap

Course Title	MAJOR CORE – 2 FUNDAMENTALS OF INSURANCE		
Code	U18BV2MCT02		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Identify the term insurance, its functions and its types.	1	U
CO-2	Examine the various types of life insurance policies	4	U
CO-3	Explain the elements of marine insurance	4	U
CO-4	Classify the different types of fire insurance and the term rate fixation	4	U
CO-5	Explain the various legislative authority of insurance businesses.	4	U
CO-6	Enhances Employability Skills in Insurance Companies	5	Ap

Course Title	MAJOR CORE – 3 THEORY OF MONEY & BANKING		
Code	U18BV2MCT03		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Identify the term money and its functions	2	U
CO-2	Examine the functions and the role of the central bank in India.	2	U
CO-3	Explain the functions of the commercial banks.	2	U
CO-4	Classify the different types of exchange foreign market.	3	U
CO-5	Explain the functions and importance of the various banking system in India.	2	U
CO-6	Enhances Employability skills in Banking sector	2	Ap

Course Title	ALLIED – 4 INDIAN FINANCIAL SYSTEM		
Code	U18BV2ACT07		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Identify the functions and structure of the Indian Financial System	1	U
CO-2	Examine the functions of the various kinds of financial institutions	1	U
CO-3	Explain the functions of the finance markets.	3	An
CO-4	Classify the different types of financial instruments	3	An
CO-5	Explain the functions and importance of the regulatory authorities	3	U
CO-6	Enhances Employability Skills in financial sector	5	Ap

Programme: M.Com

PO No.	Programme Outcomes Upon completion of the M.Com. Degree Programme, the graduate will be able to
PO-1	Enhanced knowledge with novel ideas and techniques essential for business and management
PO-2	Facilitating application of skills in strategic planning and decision making
PO-3	Develop analytical interpretative and presentation skill regarding research in commerce and management.
PO-4	Impart risk mitigation in financial sectors and their role in investment decisions of individuals and business enterprises
PO-5	Acquaintance with recent trends in commerce and management

**Use words that show the outcomes will be fulfilled following the completion of the Programme.*

PSO No.	Programme Specific Outcomes Upon completion of these courses the student would
PSO-1	Acquire in depth knowledge of accounting transactions of profit and non-profit making organizations.
PSO-2	Applying qualitative skills to help to analyze and solve business problems
PSO-3	Analyse a decision and substantiate the decision making process through modeling and data analysis and develop employability skills
PSO-4	Evaluate the risk and returns associated with various investment avenues for an investment plan and develops entrepreneurial skills
PSO-5	Offer services as an analyst or consultant or member of staff of accounts/audit unit of an organisation or institution

Course Title	MAJOR CORE 1 - MANAGERIAL ECONOMICS		
Code	P18CO1MCT01		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Relate and rephrase the scope and application of managerial economics and demand analysis	PSO - 2	U
CO-2	Explain apply production function analysis and supply analysis in the firm	PSO - 3	U
CO-3	Apply the different pricing methods and price forecasting in a firm	PSO – 2	Ap
CO-4	Evaluate price and output decisions under different market structures	PSO – 4	An
CO-5	Discuss the nature of profit and compare accounting profit and economic profit	PSO - 2	U
CO-6	Develops an understanding on the demand and supply situations in the economy	PSO – 2	Ap

Course Title	MAJOR CORE 2 - ADVANCED CORPORATE ACCOUNTING		
Code	P18CO1MCT02		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	States the meaning of Accounting Standards, International Financial Reporting Standards and acquire the Knowledge in preparation of Final A/CS of the Company.	PSO - 1	U
CO-2	Explains the accounting treatment for amalgamation of the company	PSO – 3	An
CO-3	Explains the meaning of holding company & prepares the consolidated balance sheet	PSO - 1	Ap
CO-4	Prepares final accounts of Life Insurance and General Insurance Company.	PSO – 4	Ap
CO-5	Explains the meaning of Human Resource Accounting and acquire knowledge in Computerized accounting	PSO – 3	U
CO-6	Prepares students to handle accounts in business organisations	PSO – 1	Ap

Course Title	MAJOR CORE 3 - STRATEGIC MARKETING MANAGEMENT		
Code	P18CO1MCT03		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Explain the core concepts in Strategic Marketing Management	PSO – 3	U
CO-2	Identify competitors strength and weakness for Marketing evaluation	PSO – 2	An
CO-3	Recall and apply the elements of marketing mix	PSO – 3	Ap
CO-4	Elucidate the promotional mix	PSO – 2	An
CO-5	Identify the Leader Follower and Nicher	PSO – 2	An
CO-6	Develops the skill of marketing products	PSO – 5	Ap

Course Title	MAJOR CORE 4 - ADVANCED FINANCIAL MANAGEMENT		
Code	P18CO1MCT04		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recognise the basic accounting concept and conventions	PSO – 1	P
CO-2	Classify and compute various capital structure theories, leverages	PSO – 1	Ap
CO-3	Summarize and compute the different techniques of capital budgeting	PSO – 3	Ap
CO-4	Exemplify and compute the different models of dividend policy and bonus shares.	PSO – 4	Ap
CO-5	Infer and compute the working capital management, inventory management, receivables management.	PSO – 4	Ap
CO-6	Develops an understanding on the management of finance and managing efficient investment proposals	PSO – 4	Ap

Course Title	MAJOR ELECTIVE 1 - HUMAN MANAGEMENT		RESOURCE
Code	P18CO1MET01		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Summarize HR policies, role of HR Manager & outline computer applications in HRM	PSO – 2	U
CO-2	Relate the concepts of HR Planning, selection process & summarize HR Recruitment process	PSO – 2	U
CO-3	List out the training methods & executive development program	PSO – 3	U
CO-4	Related the compensation plan & theories of motivation	PSO – 5	An
CO-5	Outline the methods of performance evaluation	PSO – 3	U
CO-6	Develops skills in efficient management of human resources in any organisation	PSO – 5	Ap

Course Title	ACCOUNTING AND FINANCIAL MANAGEMENT (for MCA students)		
Code	P17CA1MCT05		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recognize the basic accounting concepts and conventions and the accounting cycle.	PSO – 2	U
CO-2	Apply the rules of double entry book keeping for the preparation of final account of a sole trader.	PSO – 2	Ap
CO-3	Recognize the classification of ratio and calculate the ratios.	PSO – 1	Ap
CO-4	Recognize the nature and objective of financial management and the procedure for analyzing the leverages.	PSO – 1	An
CO-5	Analysis and Evaluate the methods of capital investment decision making.	PSO – 3	An
CO-6	Helps to analyse the organisations turnover through financial tools	PSO – 2	Ap

Course Title	MAJOR CORE 5 - INVESTMENT MANAGEMENT		
Code	P18CO2MCT05		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Understand the objectives of Investment, Analyse the various investment alternatives that are available for an investor and evaluate the criteria for selecting the best investment proposals.	PSO – 1	U
CO-2	Analyse and Compare the intrinsic value of shares with that of the Market value of shares on the basis of Fundamental analysis	PSO – 4	An
CO-3	Apply the technical tools and find out the movement of share prices in BSE and NSE	PSO – 4	An
CO-4	Evaluate and analyse the principles of portfolio management.	PSO – 4	E
CO-5	Evaluate the various portfolio models to construct an efficient portfolio	PSO – 5	E
CO-6	Cultivates the habit of investing in securities and helps in managing portfolio in a profitable manner	PSO – 5	Ap

Course Title	MAJOR CORE 6 - INDIRECT TAXES		
Code	P18CO2MCT06		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Analyse apply the concept of GST	PSO – 5	An
CO-2	Apprehend and apply taxable, composite, mixed supply	PSO – 5	Ap
CO-3	Analyse levy and collection of GST	PSO – 4	An
CO-4	Apply inclusion and exclusion of taxation value	PSO – 4	Ap
CO-5	Analyse debit and credit notes under GST	PSO – 5	An
CO-6	Helps in applying taxation rules in business	PSO – 4	Ap

Course Title	MAJOR CORE 7 - ENTREPRENEURS & SMALL BUSINESS MANAGEMENT		
Code	P18CO2MCP07		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Recognize the concept of entrepreneurship and the functions of an entrepreneur	PSO – 2	U
CO-2	Examine the scope and types of small business	PSO – 3	U
CO-3	Appraise the feasibility of starting a small business.	PSO – 2	An
CO-4	Discover the various growth strategies of a small business	PSO – 5	An
CO-5	Explain the policies, incentives and subsidy from the Central and State Governments	PSO – 3	U
CO-6	Gives practical orientation to students to initiate small business ventures	PSO – 5	Ap

Course Title	MAJOR ELECTIVE 2 - LOGISTICS AND SUPPLY CHAIN MANAGEMENT		
Code	P18CO2MET02		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Explain the concepts, aims, and progress and current trends about logistics management states: discuss the contents about logistics strategy, location planning and control of materials flow.	PSO-2	U
CO-2	Summarise the procurement, inventory warehouse and global logistics	PSO-3	U
CO-3	Recall the concepts of SCM, planning sourcing and information technology in SCM	PSO-3	U
CO-4	List the contents of financial SCM, evolution and e FSCM (banker's perspective)	PSO-2	U
CO-5	Explain the concepts, aims, and progress and current trends about logistics management states: discuss the contents about logistics strategy, location planning and control of materials flow.	PSO-3	U
CO-6	Develop the skill of efficient usage of resources	PSO-5	Ap

Course Title	NON MAJOR ELECTIVE 1 - ACCOUNTING FOR MANAGERS		
Code	P18CO2NMT01		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	Explain the accounting concepts and conventions and the accounting cycle	PSO-1	U
CO-2	Prepare final accounts	PSO-1	Ap
CO-3	Compute marginal costing technique in managerial decision making problems	PSO-2	An
CO-4	Calculate ratios and analyse profitability and financial status of a business	PSO-5	E
CO-5	Prepare different types of budgets	PSO-2	Ap
CO-6	Develops accounting skills and helps in managing efficient investment.	PSO-2	Ap

PG AND RESEARCH DEPARTMENT OF COMMERCE
Programme : M.Phil – COMMERCE

PO No.	Programme Outcomes <i>Upon completion of the M.Com. Degree Programme, the graduate will be able to</i>
PO-1	Enhanced knowledge with novel ideas and techniques essential for business and management
PO-2	Develop analytical interpretative and presentation skill regarding research in commerce and management.
PO-3	Acquaintance with recent trends in commerce and management

PSO No.	Programme Specific Outcomes <i>Upon completion of these courses the Research Scholar would</i>
1	Understand the basic teaching methodologies and applying them in preparing lessons.
2	Understand the different methodologies in commerce
3	Analyse the latest corporate and contemporary issues
4	Apply the recent research methods and techniques in commerce

Course Title	PAPER 1 - BUSINESS RESEARCH		
Code	MPH15CO1C01		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	<ul style="list-style-type: none"> Evaluates the various research problem and prepare a research design 	PSO-1	U
CO-2	<ul style="list-style-type: none"> List outs the sampling methods and their application 	PSO-1	Ap
CO-3	<ul style="list-style-type: none"> Enumerates the methods of collection of data 	PSO-2	An
CO-4	<ul style="list-style-type: none"> Describes Processing and analysis of data through computer 	PSO-5	E

Course Title	PAPER II - INSTITUTIONS & REFORMS – RECENT TRENDS IN COMMERCE		
Code	MPH15CO1C02		
CO No.	COURSE OUTCOMES	PSOs Addressed	Cognitive Level
	<ul style="list-style-type: none"> Enumerate the Role and functions of various important institutions 		
CO-1	<ul style="list-style-type: none"> Explain the reforms in various sectors 	PSO-1	U
CO-2	<ul style="list-style-type: none"> State the various trends followed in corporate companies 	PSO-1	Ap
CO-3	<ul style="list-style-type: none"> Elucidate the contributions by management thinkers 	PSO-2	An
CO-4	<ul style="list-style-type: none"> Illuminate various Issues and Challenges 	PSO-5	E
CO-5	<ul style="list-style-type: none"> Enumerate the Role and functions of various important institutions 		

Course Title	PAPER III - PROFESSIONAL SKILLS FOR TEACHING - LEARNING		
Code	MPH18TS1C03		
CO No.	Course Outcomes	PSOs Addressed	Cognitive Level
CO-1	<ul style="list-style-type: none"> Develop skills of ICT and apply them in Teaching Learning context and Research. 	PSO-1	U
CO-2	<ul style="list-style-type: none"> Be able to use ICT for their professional development. 	PSO-1	Ap
CO-3	<ul style="list-style-type: none"> Leverage OERs for their teaching and research. 	PSO-2	An
CO-4	<ul style="list-style-type: none"> Appreciate the role of ICT in teaching, learning and Research. 	PSO-5	E
CO-5	<ul style="list-style-type: none"> Develop communication skills with special reference to Listening, Speaking, Reading and Writing. 	PSO-2	Ap
CO-6	<ul style="list-style-type: none"> Learn how to use instructional technology effectively in a classroom. 	PSO-2	Ap
CO-7	<ul style="list-style-type: none"> Master the preparation and implementation of teaching techniques. 	PSO-1	U
CO-8	<ul style="list-style-type: none"> Develop adequate skills and competencies to organize seminar/ conference/ workshop/ symposium/ panel discussion. 	PSO-1	Ap
CO-9	<ul style="list-style-type: none"> Develop skills in e-learning and technology integration. 	PSO-2	An
CO-10	<ul style="list-style-type: none"> Have the mastery over communication process through the web. 	PSO-5	E

CO-11	<ul style="list-style-type: none"> Have the ability to utilize Academic resources in India for their teaching. 	PSO-2	Ap
CO-12	<ul style="list-style-type: none"> Have the ability to use technology for assessment in a classroom 	PSO-2	Ap
CO-13	<ul style="list-style-type: none"> Develop different teaching skills for putting the context across to targeted audience. 	PSO-1	U

Course Title	PAPER 4 – ELECTIVE - CONSUMER BEHAVIOUR		
Code	MPH18CO1E04		
CO No.	COURSE OUTCOMES	PSOs Addressed	Cognitive Level
CO-1	<ul style="list-style-type: none"> Explain the fundamental concepts of consumer behavior; 	PSO-1	U
CO-2	<ul style="list-style-type: none"> Discuss the concepts of consumer decision making process; 	PSO-1	Ap
CO-3	<ul style="list-style-type: none"> Analyse the psychological influences on consumer decision making process; 	PSO-2	An
CO-4	<ul style="list-style-type: none"> Evaluate the sociological influences in consumer behaviour 	PSO-5	E
CO-5	<ul style="list-style-type: none"> Describe the new diffusion of innovation in consumer behavior 	PSO-2	An
CO-6	<ul style="list-style-type: none"> Develop marketing skills understanding consumer wants and needs 	PSO-5	E