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www.parkscollege.ac.in

PARK'S COLLEGE (AUTONOMOUS) – TIRUPUR – 641605

B.Com with Computer Application

VISION:

The School of Commerce provide Conducive environment for quality education. It is dedicated to integrate all facets of commerce to educate and train innovative and competent human resource globally suitable for industry, business and service sector and to equip and encourage them to start their own ventures in urban or rural areas. We are Introducing innovative teaching and learning models, with a strong base of scientific research methods at all levels of future nation builders.

MISSION:

We always concentrate on providing accentuate quality education with a strong the foundation of business and commerce concepts for students to excel and enhance analytical skills essential in the field of commerce. We are dedicated to secure and deliver knowledge through teaching, research and extension; and to seek continuous improvement in the quality of education to remain globally competitive. Generating and providing resources and facilities to the faculty and the students for generating innovative ideas.

Programme Out Comes (PO) For B.Com Computer Application

POs 1. Programme Knowledge
Apply knowledge of computing fundamentals, computing specialization, mathematics, and domain knowledge appropriate for the computing specialization to the abstraction and conceptualization of computing models from defined problems and requirements.

POs 2. Problem Analysis
Identify, formulate, and solve complex computing problems reaching substantiated conclusions using fundamental principles of mathematics, computing sciences, and relevant domain disciplines.

POs 3. Design/Development of Solutions
Design and evaluate solutions for complex computing problems, and design and evaluate systems, components, or processes that meet specified needs with appropriate consideration for public health and safety, cultural, societal, and environmental considerations.

POs 4. Conduct Investigations on Complex Problems
Use analytical-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.

POs 5. Modern Tool Usage
Create, select, adapt and apply appropriate techniques, resources, and modern computing tools to complex computing activities, with an understanding of the limitations.

POs 6. The Professional and Society
Understand and commit to professional ethics and cyber regulations, responsibilities, and norms of professional computing practice.

POs 7. Environment and Sustainability
Recognize the need, and have the ability, to engage in independent learning for continual development as a computing professional.

POs 8. Ethics
Demonstrate knowledge and understanding of the computing and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

POs 9. Individual and Team Work
Communicate effectively with the computing community, and with society at large, about complex computing activities by being able to comprehend and write effective reports, design documentation, make effective presentations, and give and understand clear instructions.

POs 10. Communication
Understand and assess societal, environmental, health, safety, legal, and cultural issues within local and global contexts, and the consequential responsibilities relevant to professional computing practice.

PO s11. Project Management and Finance
Function effectively as an individual and as a member or leader in diverse teams and in multidisciplinary environments.

POs 12. Life-Long Learning
Identify a timely opportunity and using innovation to pursue that opportunity to create value and wealth for the betterment of the individual and society at large.

PROGRAMME SPECFIC OUTCOMES (PSOs)

PSOs1 - Know and apply the various business management and computer applications Concepts to solve the real-world problems.

PSOs2- Acquire the knowledge on object-based computer applications in various Business fields.

PSOs3- Solve the business applications related issues of using oracle and object oriented programming languages

PSOs4- Analyze the real e-business problems by using the different applications of Procedure-oriented language programs

PSOs5- Enrich the practical knowledge on applications of accounting and programming languages in business ventures.

COURSE OUTCOMES

Course Name and Course Code	Course Outcomes
LANGUAGE-I (T01)	**CO1:** புதுக்கவிதை, மரபுக்கவிதை வாயிலாக இலக்கிய, வாழ்வியல் அறநெறிகளை உரைத்தல். **CO2:** சிறுகதை வழி வெளிப்படும் சமுதாயச் சிந்தனைகளை அறிந்து விழிப்புணர்வைப் பெறுதல். **CO3:** தன்னம்பிக்கையை ஏற்படுத்தல். **CO4:** மாணவர்களுக்கு மொழி அறிவை வளர்த்தல். **CO5:** இலக்கியங்கள் தோன்றி வளர்ந்த பின்புலத்தையறிதல்.
ENGLISH-I (E01)	**CO1 :** To identify English as an easy language for the purpose of learning **CO2:** To acquire language skills with literary appreciation and critical thinking **CO3:** To construct a sentence competitively in the spoken and written communication **CO4:** To develop a passion for Literature and language **CO5:** To develop the different usage of sentences and modes of letter writing
ELEMENTS OF ACCOUNTING (22BGC1)	**CO1:** Explain the accounting principles **CO2:** Analyze the financial statements **CO3:** State the uses of accounting information **CO4:** Students can know consignment and joint venture accounts **CO5:** To gain knowledge about Non-profit Organization
COMPUTER APPLICATION IN BUSINESS (22BDSC1)	**CO1:** Explain the introduction of computers **CO2:** Know the data processing concepts **CO3:** To get knowledge about operating systems **CO4:** To understand about assemblers and compilers **CO5:** To discuss about internet and mobile computing
CORE LABORATORY-I OFFICE AUTOMATION (22BCL1)	**CO1:** To get the knowledge about MS-Word **CO2:** To learn how to use MS-Powerpoint **CO3:** To Prepare the business sheet and solve the problems in a practical way. **CO4:** To get the knowledge about MS-Excel **CO5:** To understand how to use MS-Access.

Course Name and Course Code	Course Outcomes
BUSINESS ORGANIZATION AND MANAGEMENT (22BAL1)	**CO1:** To enlighten with nature and scope of business organization. **CO2:** To familiarize the students about various forms of business organization. **CO3:** To make them introduction the importance of location of industry. **CO4:** To facilitate the knowledge about trade association and to give an idea about proper filing and indexing of office documents. **CO5:** To enable them with office equipment's and system.
ENVIRONMENTAL STUDIES(FCA)	**CO1:** Understand and gain a rigorous foundation in various scientific disciplines as they apply to environmental science, such as ecology, evolutionary biology, hydrology, and human behavior. **CO2:** Understand the primary environmental problems and the science behind those problems and potential solutions. **CO3:** Acquire the knowledge about the social issues. **CO4:** Learn about the field work of the environmental issues. **CO5:** Acquire the knowledge about the pollution and its effects.
COMMUNICATIVE ENGLISH	**CO1:** Develop and effectively communicate through verbal/oral communication and improve the listening skills. **CO2:** Develop and actively participate in group discussion / meetings / interviews and prepare & deliver presentations. **CO3:** Understand and develop effectively in multi-disciplinary and heterogeneous teams through the knowledge of team work, inter-personal relationships, conflict management and leadership quality. **CO4:** Understand the individual through goal/target setting, self motivation and practicing creative thinking. **CO5:** Enrich the personality.
LANGUAGE-II (T02)	**CO1:** சிற்றிலக்கியம், காப்பியம் வாயிலாக இலக்கிய, வாழ்வியல் அறநெறிகளை உரைத்தல். **CO2:** கட்டுரை வழி வெளிப்படும் சமுதாயச் சிந்தனைகளை அறிந்து விழிப்புணர்வைப் பெறுதல். **CO3:** தன்னம்பிக்கையை வளர்த்தல். **CO4:** இலக்கணங்களைக் கற்று தருதல், படைப்புத் திறனை உக்குவித்தல். **CO5:** மாணவர்களை வேலை வாய்ப்புடன் கூடிய போட்டித் தேர்வுகளுக்குத் தயார்ப்படுத்துதல்.

Course Name and Course Code	Course Outcomes
ENGLISH-II (E02)	**CO1:** To read and comprehend English in the context of acquisition of soft (life) skill. **CO2:** To acquire knowledge about three basic genres of literature namely poetry, prose and drama along with their subdivisions emergence in various ages. **CO3:** To understanding of the various aspects of the Essay-its elements, kinds, structure and the nuances of language **CO4:** To communicate clearly, effectively and handle their day to day affairs well with their knowledge of language skills. **CO5:** To apply the basic grammatical rules learnt from the prescribed text.
FINANCIAL ACCOUNTING (22BGC2)	**CO1:** Describing the concepts based on depreciation and its methods in books of accounts. **CO2:** About the nature of Investment and Royal excluding Sublease. **CO3:** Entifying the essential characteristics of single entry system. **CO4:** Applying the basic concepts of departmental and branch accounting. **CO5:** Familiarize the procedure relating to hire purchase and installment in books of accounts.
OBJECT ORIENTED PROGRAMMING WITH C++ (22BDSC2)	**CO1:** To get the knowledge of various OOPs concepts with the help of programs **CO2:** To understand advanced use of arrays in C++ programming **CO3:** To understand functions in C++ program. **CO4:** To apply the concept of pointers in C++ programming **CO5:** To classify the concepts of files.
CORE LABORATORY-II (C++) (22BCL2)	**CO1:** To Understand the member functions in C++ programming. **CO2:** To Understand control structures and nesting functions in C++ programming. **CO3:** To Apply the concept of friend functions and arrays. **CO4:** To Classify the inheritance and usage in C++ programming. **CO5:** To Analyze files and their applications in C++ programming.

Course Name and Course Code	Course Outcomes
BUSINESS ECONOMICS (22BAL2)	**CO1:** To understand the internal and external decisions to be made by managers. **CO2:** To analyse the demand and supply conditions and assess the position of the company. **CO3:** To understand about theory of production and cost concepts. **CO4:** Determine price and output under various levels of competitions in business. **CO5:** Measure the per capita income of individuals and National Income of our country.
HUMAN RIGHTS ,CONSTITUTION OF INDIA & IPR(FCB)	**CO1:** Understand and apply written and oral communication skills to business. **CO2:** Understand and analyze the global legal environment. **CO3:** To familiarize the complex problems, find and deploy a variety of legal authorities, and communicate effectively in a variety of settings. **CO4:** Understand and Develop skills in business situations. **CO5:** Acquire the knowledge about the constitution of India.
COMMUNICATIVE ENGLISH	**CO1:** Develop and effectively communicate through verbal/oral communication and improve the listening skills. **CO2:** Develop and actively participate in group discussion / meetings / interviews and prepare & deliver presentations. **CO3:** Understand and develop effectively in multi-disciplinary and heterogeneous teams through the knowledge of team work, Inter-personal relationships, conflict management and leadership quality. **CO4:** Understand the individual through goal/target setting, self motivation and practicing creative thinking. **CO5:** Acquire the knowledge about the correct usage and conversation practice.
LANGUAGE-III(T03)	**CO1:** பக்தி இலக்கியம் வாயிலாக இலக்கிய, வாழ்வியல் அறநெறிகளை உரைத்தல். **CO2:** நீதி இலக்கியம் வாயிலாக வாழ்வியல் அறநெறிகளை உரைத்தல். **CO3:** நவீன கருவிகளை அறியச் செய்தல். **CO4:** இலக்கணங்களைக் கற்றுத் தருதல், படைப்புத் திறனை ஊக்குவித்தல். **CO5:** தற்கால கவிஞர்களைப் பற்றியும், சங்க இலக்கியங்களைப் பற்றியும் அறியச் செய்தல்.

Course Name and Course Code	Course Outcomes
ENGLISH-III(E03)	**CO1:** To identify the concepts of basic Grammar. **CO2:** To understand the proficiency of the English writer's narrative skill's of their experience. **CO3:** To express their own notions, in prose, poetry and short story. **CO4:** To develop an interest for literature and language **CO5:** To distinguish the development of prose through different periods.
INCOME TAX LAW & PRACTICE (22BGC3)	**CO1:** Student will know the basic concepts of income tax. **CO2:** Student will able to familiarize the different know-how and heads of income under the head salaries **CO3:** Student will able to build an idea about income from house property **CO4:** To give more idea about income from business or profession. **CO5:** To make students familiarize about capital gains and income from other sources.
SKILL BASED – I JAVA PROGRAMMING (22BSB1)	**CO1:** To know the concepts of java. **CO2:** To gain the knowledge of variables, data types and loops. **CO3:** To Develop the programs using applets. **CO4:** To Learn about errors, exception in applets programming. **CO5:** To gain the knowledge of files.
CORE LABORATORY- III (JAVA) (22BCL3)	**CO1:** To Learn about oriented concepts of java. **CO2:** Illustrate the concepts of variables, data types and loops. **CO3:** To Develop the programs using applets. **CO4:** To Learn about errors exception and applets. **CO5:** Illustrate the various operations on different types of files.
MATHEMATICS FOR BUSINESS (22BAAL3)	**CO1:** Make use of various mathematical applications in Business. **CO2:** Explain and apply mathematical reasoning **CO3:** Utilize the contributions of Matrices, Set theory, Algebra for the betterment of the business. **CO4:** Give solutions to business problems with the help of Differential and Integral Calculus **CO5:** Apply the Linear simultaneous equations in business
SKILL BASED –II BUSINESS LAW (22BSB2)	**CO1:** Explain the Objectives and significance of Mercantile law **CO2:** Understand the clauses and exceptions of Indian Contract Act. **CO3:** Explain concepts on performance, breach and discharge of contract. **CO4:** Outline the contract of indemnity and guarantee **CO5:** Explain the various provisions of Sale of Goods Act 193O

Course Name and Course Code	Course Outcomes
GENERAL AWARENESS (NME1)	**CO1:**This course is designed to create social awareness at a preliminary level for students across the board **CO2:**To help the students to upgrade their knowledge on current challenges and issues of Indian society **CO3:**Understand and acquire the knowledge about current information around the world **CO4:**Understand the multi cultural diversity of Indian society through its demographic composition **CO5:**To understand the different levels of Government Administration
MATHEMATICAL SKILLS	**CO1:**Problem solving techniques for aptitude problems **CO2:**Prepare themselves for various competitive examinations. **CO3:**Applications of simple formulae **CO4:**Acquaintance to shortcut methods **CO5:**Acquaintance to various elementary concepts
LANGUAGE-IV (T04)	**CO1** சங்க கால மக்களின் வாழ்வியலை அறியச் செய்தல். அற இலக்கியங்கள் வழி ஒழுக்கங்களைக் கற்றல். **CO2** நாவல் வழி வெளிப்படும் சமுதாயச் சிந்தனைகளை அறிந்து விழிப்புணர்வைப் பெறுதல். **CO3** நவீன கருவிகளை அறியச் செய்தல். **CO4** மொழி அறிவை வளர்த்தல், படைப்புத் திறனை வளர்த்தல். **CO5** மாணவர்களுக்குத் தன்னம்பிக்கை மற்றும் தலைமைப் பண்பை வளர்த்தல், மாணவர்களை வேலை வாய்ப்புடன் கூடிய போட்டித் தேர்வுகளுக்குத் தயார்ப்படுத்துதல்.
ENGLISH-IV (E04)	**CO1:** To understand the narrative style of the renowned prolific writers' personal experiences **CO2:** To analyse and demonstrate their writing skills. **CO3:** To cherish the populous works of eminent classical writers. **CO4:** To develop an ability to write in appropriate genres for a variety of purposes and audience **CO5:** To be aware of important grammar and confidence in their own voice as a writer
CORPORATE ACCOUNTING(22BGC4)	**CO1:**Learn about the journal entries of issue of shares and issue of debentures. **CO2:**Students can know how to redeem preference shares and debentures. **CO3:**Know about the final accounts of the companies. **CO4:**Students can know amalgamation, absorption and reconstruction **CO5:**Students can know the internal reconstruction of companies.

Course Name and Course Code	Course Outcomes
PYTHON PROGRAMMING(22BDSC3)	**CO1:**Determine the control structures, conditionals and Loops **CO2:**Design Program that users Object oriented concepts **CO3:**Explain the lists, Sets and dictionaries **CO4:**Define the Functions **CO5:**Explain the file handling concepts
CORE LABORATORY-IV (PYTHON) (22BCL4)	**CO1:**To Learn about oriented concepts of python **CO2:**Illustrate the concepts of Sets, list and dictionary **CO3:**To Develop the programs using control structure **CO4:**To teach about the concept of functions in python **CO5:**Illustrate the various operations on file handling
STATISTICS FOR BUSINESS(22BAL4)	**CO1:**To apply knowledge to solve simple tasks using computer **CO2:**To choose a statistical method for solving practical problems **CO3:**To able explain probability theory and probability distribution in relation to general statistical analysis **CO4:**Students will able to interpret the meaning of the calculated statistical indicator **CO5:**To independently calculate basic statistical parameters
INDIRECT TAXATION(GST) (22BSB3)	**CO1:**Recall various concepts relating to Indirect tax regime in India. **CO2:**Analyze the concept and applicability of GST in businesses. **CO3:**Compare the GST regime with other indirect tax laws prior to it. **CO4:**Illustrate GST system in own business and other prototypes. **CO5:**Examine the custom law and related duties and taxes.
WOMEN'S RIGHTS(NME-II)	**CO1:** To gain an understanding about barriers of society and impact of law to mitigate this issues. **CO2:** To make students understand the basic concepts in comparative politics. **CO3:** To understand the relationship between patriarchy, power and violence. **CO4:** To recognize key women's human rights defenders who have made important contribution to furthering the rights of women and girls. **CO5:** Demonstrate a working knowledge of feminism and the field of Women and Gender Studies.

Course Name and Course Code	Course Outcomes
MATHEMATICAL SKILLS	**CO1:**Problem solving techniques for aptitude problems **CO2:**Prepare themselves for various competitive examinations. **CO3:**Applications of simple formulae **CO4:**Acquaintance to shortcut methods **CO5:**Applying the techniques in real life problems
EXTENSION ACTIVITIES (NCC/NSS/SPORTS/CLUB ACTIVITIES)	**CO1:**Identify and apply the elements of social activities **CO2:**Demonstrate effective use of government schemes and projects **CO3:**Investigate visual strengths to promote NCC activities **CO4:**Identify and apply the sustainable use of club activities **CO5:**Create the awareness to people about the environmental pollution
COST ACCOUNTING (22BGC5)	**CO1:**Recall various concepts of costing and costing methods. **CO2:**Analyze the various elements of costing . **CO3:**Explain the labour wage payment system . **CO4:**Outline the cost under process costing system . **CO5:**Examine about operational costing, contract costing and Reconciliation of Cost and Financial Statements.
WEB TECHNOLOGY(22BSB4)	**CO1:**Understand the basic concepts of Internet, WWW, browsers and Email and protocols. **CO2:**Understand and apply the HTML, HTML elements and formatting styles K1-K3 **CO3:**Knowledge on creating tables, forms and DHTML K3 **CO4:**Understand the structure of XML document, DTD and Schema K1-K3 **CO5:**Knowledge on working with SML, Style sheets and XSL K1-K4
CORE LABORATORY – V (HTML) (22BCL5)	**CO1:**Implemented interactive web pages using HTML and CSS java script. **CO2:**Created web application using tools and techniques used in industry. **CO3:**Implemented dynamic web pages by applying different event handling mechanism. **CO4:**Created web application using HTML for online shopping **CO5:**Created webpage using style sheet features.

Course Name and Course Code	Course Outcomes
CORE LABORATORY-VI ACCOUNTING PACKAGES (TALLY) (22BCL6)	**CO1:** After successful qualifying practical examination students will be awarded certificate to work with well-known accounting software Tally ERP9. **CO2:** Students will do by their own create company, enter accounting voucher entries, do reconcile bank statement, do accrual adjustments and also print financial statements etc. in Tally ERP9 software. **CO3:** Student do possess required skill and can also be employed as Tally data entry operator. **CO4:** To know about creating inventory voucher **CO5:** Students will do by their own create company and consolidation of accounts and ratio analysis.
INTERNSHIP/FIELD PROJECT (22BCIR)	**CO1:** To Integrate theory with practical. **CO2:** To give opportunityto students to work with industrial expert. **CO3:** To introduce students to work culture. **CO4:** Acquire skills in communication, management teamwork. **CO5:** To understand scope, functions and job responsibilities in various departments of an organization.
ELECTIVE I 1A. BUSINESS ENVIRONMENT (22BGE1)	**CO1:** To define various elements internal as well as external affecting business environment. **CO2:** Compare different economic systems and role of government in business. **CO3:** Illustrate the industrial policy and implementation in business. **CO4:** Describe the Government policy on Foreign Direct Investment **CO5:** Explain the concept of Industrial sickness and problems of small scale industries
ELECTIVE 1 1.B. PRINCIPLES OF AUDITING (22BGE1)	**CO1:** Understand the Concept of auditing, **CO2:** Understand the rights and duties of auditors **CO3:** Verify and value of assets and liabilities **CO4:** Apply the best auditing process as lifelong practice **CO5:** Impart the knowledge on investigation procedure

Course Name and Course Code	Course Outcomes
ELECTIVE I 1.C. BUSINESS COMMUNICATION (22BGE1)	**CO1:**Outline the importance of effective business communication **CO2:**Understand the intricacies of responding to business related queries **CO3:**Categorizing effective correspondence with banks, insurance and agencies **CO4:**Examine effective response to company secretarial correspondence **CO5:**Analyze new innovative and effective ideas for business communication
ELECTIVE II 1.A.INVESTMENT MANAGEMENT (22BDSE1)	**CO1:**Recalling various alternatives of investment . **CO2:**Comparing the features of various investment markets . **CO3:**Analyzing investments using fundamental analysis . **CO4:**Applying technical analysis for evaluating investments . **CO5:**Evaluate the optimum portfolio for investment .
ELECITIVE 1.B. NETWORKING MANAGEMENT (22BDSE2)	**CO1:**Described data communication concepts and network applications. **CO2:**Discussed fundamentals of layers and networking **CO3:**Explained protocols and network addressing, routing. **CO4:**Discussed about backbone networks. **CO5:**Discussed about network security.
ELECTIVE II 1.C.HUMAN RESOURCE MANAGEMENT (22BDSE1)	**CO1:**Explained the nature and scope of human resource management **CO2:**Determined the factors of recruitment and types of selection **CO3:**Explained the advantage of job analysis and job evaluation **CO4:**Determined the features and methods of performance Appraisal **CO5:**Explained the characteristics and methods of grievance
MANAGERIAL SKILLS	**CO1:** Develop and effectively communicate through verbal/oral communication and improve the listening skills. **CO2:** Develop and actively participate in group discussion/meetings/interviews and prepare & deliver presentations. **CO3:** Understand and develop effectively immulti-disciplinary and heterogeneous teams through the knowledge of team work, Inter- personal relationships, conflict management and leadership quality. **CO4:** Understand the individual through goal/target setting, self motivation and practicing creative thinking. **CO5:** Acquire the knowledge about the reasoning ability and mental attitude.

Course Name and Course Code	Course Outcomes
MANAGEMENT ACCOUNTING(22BGC6)	**CO1:**Outline the various concepts relating to management accounting . **CO2:**Analyze financial statements using ratio analysis . **CO3:**Evaluate the working capital management of companies . **CO4:**Comparing various alternatives using marginal costing and decision making . **CO5:**Analyze new budget and budgetary control for organizations
SKILL BASED V MULTIMEDIA APPLICATIONS(22BSB5)	**CO1:**Illustrate multimedia technology and tools. **CO2:**Explain the concept of text and graphics **CO3:**Create effective audio and video visual presentation **CO4:**Describe product design and authoring tools **CO5:**Contribute to do student multimedia web pages in internet
CORE LABORATORY- VII (ANIMATION)(22BCL7)	**CO1:**To understood multimedia technologies. **CO2:**Students can created sunflower and water drops using **CO3:**Creation of role over button using photo shop **CO4:**To created realistic stone structure using photo shop **CO5:**To created and convert Black and White to Color Photo using Photoshop
FINANCIAL MANAGEMENT(22BDSC4)	**CO1:**Analysis various sources of long term finance **CO2:**Measure the cost of capital and prepare capital budgeting **CO3:**Financing decision based on Leverages **CO4:**Determination of capital structure **CO5:**Find out the suitable dividend policy
2.A CLOUD COMPUTING (22BDSE2)	**CO1:**Understand core concepts of the cloud computing, the characteristics, advantages and challenges brought about by the various models and services in cloud computing. **CO2:**Apply the fundamental concepts in data centers to understand the tradeoffs in power, efficiency and cost by Load balancing approach. **CO3:**Illustrate the fundamental concepts of cloud storage and demonstrate their use in storage systems. **CO4:**Analyze the billing of resources and understand various managements and how to deal with disasters. **CO5:** Get familiarize with Local Clouds and Migrating between Clouds.
2.B SOFTWARE PROJECT MANAGEMENT (22BDSE2)	**CO1:**To Apply the process to be followed in software development life cycle model. **CO2:**To Analyse and design the software models using UML. **CO3:**To get the knowledge of software testing methods. **CO4:**To apply the concept of project management. **CO5:**To gain the knowledge of software quality management.

Course Name and Course Code	Course Outcomes
2.C.PROJECT & VIVA-VOCE(22BDSE2)	**CO1:**Analyse the problem Domain **CO2:**Find the best Computer Language and implement **CO3:**Develop a project model and get approval from the user
MARKETING(22BIDE)	**CO1:**Explain the marketing concept, function of marketing segmentation **CO2:**Develop a new product and product life cycle and marketing mix **CO3:**Explain Price determination, objectives and kind of pricing **CO4:**Determine the channels of distribution for marketing product. **CO5:**Explain the marketing concept, function of marketing segmentation
MANAGERIAL SKILLS	**CO1:**Develop and effectively communicate through verbal/oral communication and improve the listening skills. **CO2:**Develop and actively participating group discussion/meetings/interviews and prepare & deliver presentations. **CO3:**Understand and develop effectively in multi-disciplinary and heterogeneous teams through the knowledge of teamwork, Inter- personal relationships, conflict management and leadership quality. **CO4:**Understand the individual through goal/target setting, self motivation And practicing creative thinking. **CO5:**Acquire the knowledge about the reasoning ability and mental attitude.
CLUB ACTIVITIES	**CO1:**Identify and apply the elements of club activities **CO2:**Demonstrate effective use of government schemes and projects **CO3:**Investigate visual strengths to promote club activities **CO4:**Identify and apply the sustainable use of club activities **CO5:**Create the awareness to the student about club activities