

COURSE OUTCOMES

Course Name With Course Code	Course Outcomes
ADVANCED CORPORATE ACCOUNTING	<p>CO1:To give exposure to the company final accounts and goodwill.</p> <p>CO2: Enable the students to understand about amalgamation, absorption and external reconstruction.</p> <p>CO3: To make them aware about accounts of banking companies and to gain an idea of liquidation companies.</p> <p>CO4: To introduce and develop knowledge of holding companies accounts.</p> <p>CO5: Enabling the students to understand the features of accounting standards.</p>
BUSINESS ENVIRONMENT AND ETHICS	<p>CO1:Familiarize with the nature of business environment and its components.</p> <p>CO2:To demonstrate and develop conceptual framework of business environment and generate interest in international business.</p> <p>CO3:Understand the definition of ethics and the importance.</p> <p>CO4:Role of ethical behavior in the business world today.</p> <p>CO5:To analysis the overall business environment and evaluate its various components in business decision making.</p>
MACRO ECONOMICS	<p>CO1:Develop knowledge about concepts, definitions and theories of macroeconomics.</p> <p>CO2:Understand the concept of national income and its linkage with various sectors.</p> <p>CO3:Identify the theories of employment and its impact on the economy.</p> <p>CO4:Assess and evaluate the various determinants of macroeconomic variables.</p> <p>CO5:Apply the various principles of macro economics for setting goals and policies.</p>
PERSONNEL MANAGEMENT AND INDUSTRIAL RELATIONS	<p>CO1:Assess the job analysis for a profile and understand its linkage with HR planning.</p> <p>CO2:Evaluate the training needs and draft a training programme.</p> <p>CO3:Understand the compensation and reward system applicable to the industry based and understand its linkage with performance management.</p> <p>CO4:Understand and apply the appropriate employee relations measures.</p> <p>CO5:Understand the HR functions and latest developments in the field of HR and effectively communicate ideas.</p>

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<p>ELECTIVE-IA RURAL MARKETING</p>	<p>CO1:This Will Fulfill this gap that Rural Marketing aimed at teaching the basics of Rural Marketing to Management Students.</p> <p>CO2:These are offered on a turnkey basis to any management institutes interested in offering an elective course in rural Marketing.</p> <p>CO3:This course exposes develop a concept about rural marketing to understand the rural price, Distribution, Communication, Product and also known about rural Marketing with recent updates.</p> <p>CO4:The course objectives of this course is to develop an understanding regarding issues in rural marketing like marketing environment, consumer, behavior, distribution Channels.</p> <p>CO5:Understand the channels of distribution of rural marketing.</p>
<p>ELECTIVE-1B EXPORT MARKETING</p>	<p>CO1:Managing the export and financial functions effectively and efficiently.</p> <p>CO2:Developing and implementing export plans and programs effectively.</p> <p>CO3:Acquiring knowledge in transportation, shipping and insurance methods in international trade.</p> <p>CO4:Applying payment methods and financing in the area of exports.</p> <p>CO5:Export procedures and assessment of export opportunities and international markets analysis.</p>
<p>ELECTIVE-I C MARKETING MANAGEMENT</p>	<p>CO1:Understand the Concept of marketing, and 4Ps of Marketing</p> <p>CO2: Gain the knowledge of segmenting the market</p> <p>CO3:Familiarize with the promotion management and recent development in marketing</p> <p>CO4:Exhibit the market process and segmentation</p> <p>CO5:Analyze the challenges and opportunity in marketing management , Access the marketing trends and mapping the competency</p>

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<p style="text-align: center;">ABILITY ENHANCEMENT-I</p>	<p>CO1:Develop and effectively communicate through verbal/oral communication and improve the listening skills.</p> <p>CO2:Develop and actively participate in group discussion / meetings / interviews and prepare & deliver presentations.</p> <p>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.</p> <p>CO4:Understand the individual through goal/target setting, self motivation and practicing creative thinking.</p> <p>CO5:Acquire the knowledge about the reasoning ability and mental attitude.</p>
<p style="text-align: center;">APPLIED COST ACCOUNTING</p>	<p>CO1: Be familiar with cost accounting principles and concepts and prepare cost sheet.</p> <p>CO2: Calculate issue price of materials and understand significant aspects of inventory management and control.</p> <p>CO3:Determine wages payable under different plans and also ascertain, allocate, Appropriate and absorb overheads of different departments.</p> <p>CO4: Helps to gather knowledge on preparation of process costing.</p> <p>CO5: Understand the application of operating costing and also Reconcile costing profits and financial profits.</p>
<p style="text-align: center;">ADVERTISING AND SALES PROMOTION</p>	<p>CO1: Design the Advertisement for a business.</p> <p>CO2: Summarize the cost of advertisements related to sales in the world.</p> <p>CO3: Analyse the impact of advertisement on present business.</p> <p>CO4: Examine the different types of objectives of sales promotion in every business.</p> <p>CO5: Identify the different international promotion strategies.</p>
<p style="text-align: center;">CORE LABORATORY-I-COMPUTER APPLICATION IN COMMERCE</p>	<p>CO1: To introduce the students about basic concepts and features of MS-office.</p> <p>CO2: To provide knowledge exposure to MS – word, excel & Power point.</p> <p>CO3: Develop the competence of database management.</p> <p>CO4: Understand the concept of E-Commerce and the opportunities and challenges offered by E-Commerce.</p> <p>CO5:Ability to interpret the accounting and inventory statements by applying various financial tools Work in the real time computerized business environment as an accountant or a store keeper.</p>

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<p align="center">CONSUMER BEHAVIOUR</p>	<p>CO1:Distinguishing between different consumer behavior influences and their relationship.</p> <p>CO2:Establish the relevance of consumer behavior theories and concepts to marketing decisions.</p> <p>CO3:Recognize the social and ethical implication of marketing actions on consumer behavior.</p> <p>CO4:Knowledge about a consumer decision making process.</p> <p>CO5:Understanding of the influence of various environmental factors on consumer behavior.</p>
<p align="center">ELECTIVE-II A MANAGEMENT INFORMATIO SYSTEM</p>	<p>CO1:Understand the role of management information system achieving the business competitive advantage through informed decision making.</p> <p>CO2:Compare the process of developing and implementing information systems in hardware and software.</p> <p>CO3:Analysis business information and systems to facilitate the evaluation of strategic alternatives.</p> <p>CO4:Effectively communicate the strategies alternatives to facilitate the decision making.</p> <p>CO5:Apply and understanding of how various information system like DBMS work together to accomplish the information objectives of an organization.</p>
<p align="center">ORGANIZATIONAL BEHAVIOUR</p>	<p>CO1:To understand the conceptual framework of the discipline of OB and its practical applications in the Organizational set up.</p> <p>CO2:To deeply understand the roles of individual, group and structure in achieving organizational goals effectively and efficiently.</p> <p>CO3:To Critically evaluate and analyze various theories and models that contributes in the overall understanding of the discipline.</p> <p>CO4:To develop creative and innovation ideas that could positively shape the organizations.</p> <p>CO5:To accepts and embrace in working with different people from different cultural and diverse background in the workplace.</p>

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ELECTIVE-II C ENTERPRISE RESOURCE PLANNING	<p>CO1: Understand the concept and functions enterprise resource planning.</p> <p>CO2: Learn the basics of ERP Modules.</p> <p>CO3: Understand the ERP implementation strategies.</p> <p>CO4: Ascertain ERP Market place and dynamics.</p> <p>CO5: Learn on ERP and e-business.</p>
ABILITY ENHANCEMENT-I	<p>CO1: Develop and effectively communicate through verbal/oral communication and improve the listening skills.</p> <p>CO2: Develop and actively participate in group discussion / meetings / interviews and prepare & deliver presentations.</p> <p>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.</p> <p>CO4: Understand the individual through goal/target setting, self motivation and practicing creative thinking.</p> <p>CO5: Acquire the knowledge about the reasoning ability and mental attitude.</p>
E-BUSINESS	<p>CO1: Understand the basic concepts about electronic business and electronic commerce in India</p> <p>CO2: Recall and remember the composition and applications of intranet and extranet.</p> <p>CO3: Aware of security threats like encryption, cryptography, public key and private key cryptography etc.,</p> <p>CO4: To gain knowledge about electronic payment systems like smart cards and electronic fund transfer.</p> <p>CO5: Apply the models based on electronic business and learn about emerging trends in e-business.</p>
ACCOUNTING FOR BUSINESS DECISIONS	<p>CO1: Acquire knowledge on fundamental aspects of the management accounting tools and techniques.</p> <p>CO2: Evaluate the financial performance and ratio of the companies.</p> <p>CO3: Understanding the concepts of funds flow statement and cash flow statement.</p> <p>CO4: To know the marginal costing and standard costing like labor, material.</p> <p>CO5: Understand the preparation of different types of budget.</p>
ADVANCED DIRECT TAXES	<p>CO1: Compare and contrast tax planning, tax management and tax evasion.</p> <p>CO2: Knowledge on tax planning under various heads of income.</p> <p>CO3: Computation of gross total income of an assessed.</p> <p>CO4: Computation of tax liability of various assessed.</p> <p>CO5: Understand the provisions relating to corporate tax planning.</p>

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<p style="text-align: center;">SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT</p>	<p>CO1:Choose the appropriate investment avenues based on the individual risk return profile.</p> <p>CO2:Calculate the intrinsic value and evaluate the performance based on risk-return.</p> <p>CO3:Select the security based on the fundamental and technical analytical tools.</p> <p>CO4:Evaluate the performance of the portfolio using the different measures.</p> <p>CO5:Demonstrate capabilities of teamwork, problem-solving, critical thinking and communication skills related to investment decisions.</p>
<p style="text-align: center;">RESEARCH METHODOLOGY</p>	<p>CO1:Assess the best suitable research type and formulate the research objective For the business problem.</p> <p>CO2:Formulate the suitable research designs and select appropriate Techniques for the research.</p> <p>CO3:Select the appropriate data collection method for solving the business issue and decide the appropriate measurement scale for designing the instrument for data collection.</p> <p>CO4:Apply appropriate analytical tools for the data collected and formulate a suitable suggestion for the business problem.</p> <p>CO5:Demonstrate capabilities of team work, problem-solving, critical thinking, and communication skills and design a suitable research report based on the ethical norms of research.</p>
<p style="text-align: center;">INTERNSHIP & TRAINING REPORT</p>	<p>CO1:To Integrate theory with practical.</p> <p>CO2:To give opportunity to students to work with industrial expert.</p> <p>CO3:To introduce students to work culture. Acquire skills in communication, management team work.</p> <p>CO4:To understand scope, functions and job responsibilities in various departments of an organization.</p>

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<p>ELECTIVE- III A.INDUSTRIAL LAW</p>	<p>CO1:Learners will comprehend the industrial dispute Act 1947, Trade Union Act 1926. CO2:Understand various legal concepts such as Awards, Settlement, Strikes, Lockdowns, Lay-Off and Retrenchment. CO3:Learners will be acquainted with the payment of wages Act1948,Payment of Bonus Act 1965 and payment of Gratuity Act 1972 CO4: Learners will procure the knowledge of factory Act1948, Workmen Compensation Act 1948 and Miscellaneous provision Act 1948.</p>
<p>ELECTIVE III B.LABOUR LAWS</p>	<p>CO1:Enumerate the basic principles, rules and Institutions regulating work relationship in India. CO2:Explain factories act, workman’s Compensation act and Payment of wages act in the context of labor relationship. CO3:Analyse and apply contract labor act and trade Union act to prevent and settle industrial disputes. CO4:Apply appropriate provisions of Industrial dispute act to deal with Labor problems. CO5:Investigate and act on unfair labor practices.</p>
<p>ELECTIVE-III C.CORPORATE LAW</p>	<p>CO1: Recall basics of Corporate Laws. CO2: Managerial Remuneration and other aspects with Reference to Companies Act. CO3: Law relating to Foreign Exchange Management Act. CO4: Awareness regarding Water Pollution Act. CO5: To gain knowledge about aspects of Air Pollution Act.</p>
<p>ABILITY ENHANCEMENT-II</p>	<p>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 to 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.</p>

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FINANCIAL MANAGEMENT	<p>CO1: Understand the various concept of Financial management, expose various techniques of capital budgeting.</p> <p>CO2: Understanding the various source of long term funds.</p> <p>CO3: Impart knowledge related to capital structure.</p> <p>CO4: Provide knowledge on concept related to working capital management.</p> <p>CO5: Understand the concept of management of retained earnings.</p>
BANKING TECHNOLOGY	<p>CO1: Understand the concept of core banking and computerization of a bank.</p> <p>CO2: Understand the various concepts of delivery channels.</p> <p>CO3: Explain the various digital banking channels.</p> <p>CO4: Analyse the financial communication networks and other e-devices.</p> <p>CO5: Identify the provisions of technology initiatives of RBI.</p>
PROJECT WORK AND VIVA-VOCE	<p>CO1: Ability to identify research problems and selection of research areas.</p> <p>CO2: Acquire knowledge to design an application software.</p> <p>CO3: Ability to choose and apply appropriate tools for programming.</p> <p>CO4: Develop the skills to arrive a technical solution to the research problem.</p> <p>CO5: Obtain practical knowledge in preparing the research report.</p>
ELECTIVE-IV A LOGISTICS AND SUPPLY CHAIN MANAGEMENT	<p>CO1: Understand the concept and functions of logistics management.</p> <p>CO2: Understand the concept and functions of Supply Chain Management.</p> <p>CO3: Learn elements of logistics and supply chain management.</p> <p>CO4: Understand the types and functions of warehouses.</p> <p>CO5: Understand about logistics administration.</p>

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<p>ELECTIVE-IV B.CUSTOMER RELATIONSHIP MANAGEMENT</p>	<p>CO1:Apply the Concepts of CRM the benefits delivered by CRM. CO2:Used the technologies that are deployed and how it can be implemented. CO3:Implement how CRM practices and technology enhance the achievement of marketing sales and service objectives throughout the customer life-cycle stage of customer Organization goals. CO4:Implement various technological tools for data mining and also successful implementation of CRM in the Organization. CO5:Design customer relationship management strategies by understanding customer's preference for the long-term sustainability of the Organization.</p>
<p>ELECTIVE-IV C STRATEGIC MANAGEMENT</p>	<p>CO1:Understand the concept of corporate strategic planning. CO2:Carry out environmental and firm internal analysis. CO3:Learn on strategic formulation. CO4:Understand the tools for strategic planning. CO5:Understand the method of strategic implementation and control.</p>
<p>ABILITY ENHANCEMENT-II</p>	<p>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 to 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.</p>
<p>GOODS AND SERVICES TAX</p>	<p>CO1:Knowledge on federal system of GST CO2:Understanding on structure of GST and Registration Procedure CO3:Knowledge on levy and collection procedure under GST CO4:Familiarity on input tax credit and involving under GST CO5:Learning on valuation and clearance procedure</p>