



# MES COLLEGE ERUMELY

PO, PSO & CO



M.Com

**M.E.S COLLEGE ERUMELY**  
**DEPARTMENT OF COMMERCE (P G)**  
**Programme Outcome, Programme Specific Outcome, Course Outcome**

**1. Programme Outcome**

M.Com degree programme offered by University is outcome based and the outcomes expected are as follows:

<b>PO1</b>	Enhancing the horizon of knowledge so as to enable the learners to carry out qualitative research and pursue academic or professional careers.
<b>PO2</b>	Developing problem analysis skills and knowledge and applying the same in real life situation.
<b>PO3</b>	Using research knowledge and aptitude acquired in the course of study for solving socially relevant problems
<b>PO4</b>	Understanding the role and applicability of knowledge acquired in the context of society, environment and sustainable development sticking on to the ethics and values.
<b>PO5</b>	Developing effective communication skills and ability to work in teams by strengthening group dynamics
<b>PO6</b>	Fostering ability to engage in lifelong learning, demonstrating empathetic social concern, contributing to the development of nation, by making sure of awareness gained on various issues.

**2. Programme Specific Outcome**

<b>PSO1</b>	Inculcating managerial skills and theoretical knowledge for managing business units with special focus on functional areas of business and management.
<b>PSO2</b>	Imparting advanced accounting knowledge and skills and provide awareness regarding latest developments in the field of accounting.
<b>PSO3</b>	Enabling learners to acquire advanced theoretical knowledge on research methods and techniques and also developing capabilities in the application of research in solving business related problems.
<b>PSO4</b>	Acquisition of expertise in specialized fields like finance, taxation, marketing, management and information technology.
<b>PSO5</b>	Development of quantitative aptitude and analytical skills of the learner.
<b>PSO6</b>	Facilitating learner to pursue career in professional areas of commerce and management such as taxation, financial services, consultancy etc.

**Name of Electives:-**

Group 1	Finance and Taxation
Group 2	Marketing and International Business
Group 3	Management and Information Technology

**SEMESTER - I****FIRST SEMESTER COURSES**

Course Code	<b>CM010101</b>
Title of the Course	<b>SPECIALISED ACCOUNTING</b>
Semester	<b>One</b>
Type	<b>Core</b>
Credits	<b>4</b>
Hours	<b>5 per week and Total 90</b>

**Objective of the Course:**

To equip the students to apply accounting standards and deal with advanced practical areas related to valuation, amalgamation, specialised areas and to have a basic understanding on developments in accounting

<b>Course Outcome No</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	Providing an in depth understanding about theoretical and practical aspects of major Accounting Standards to apply the same in different practical situations.	Understand and Apply	<b>PSO2</b>
2	Ascertain the value of goodwill and value of companies based on the value of shares and compare the real value of shares and with the market prices and identify the mispricing.	Apply	<b>PSO2</b>
3	In depth understanding about the determination of purchase consideration in the event of amalgamation and to prepare post amalgamation financial statements	Apply	<b>PSO2</b>
4	Develop a clear understanding about different types of NBFCs, their provisioning norms and to understand the concept of NAV of mutual funds through its computation.	Evaluate	<b>PSO2</b>
5	Acquaint with the theoretical aspects of emerging areas in accounting	Understanding	<b>PSO2</b>

Course Code	<b>CM010102</b>
Title of the Course	<b>ORGANISATIONAL BEHAVIOUR</b>
Semester	<b>One</b>
Type	<b>Core</b>
Credits	<b>3</b>
Hours	<b>5 per week and Total 90</b>

### Objective of the Course

To understand human behaviour at Individual, Interpersonal, Group and Inter-Group levels and to recognise issues inherent in organisational change, growth, development and conflict

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	Basic understanding about the concepts of organisation behaviour.	Understanding	<b>PSO1</b>
2	A very good understanding about individual behaviour, personality and motivation.	Understand and evaluate	<b>PSO1</b>
3	Imparting deep understanding about group behaviour and organisational behaviour.	Understanding	<b>PSO1</b>
4	Add the knowledge base of the learner regarding change management and deal with stress.	Evaluate and Apply	<b>PSO1</b>
5	Impart knowledge about the role organizational behavior.	Understand and Apply	<b>PSO1</b>

Course Code	<b>CM010103</b>
Title of the Course	<b>MARKETING MANAGEMENT.</b>
Semester	<b>One</b>
Type	<b>Core</b>
Credits	<b>4</b>
Hours	<b>5 per week and Total 90</b>

### Objective of the course:

To equip the students to have an overall understanding about the application areas of marketing and can identify some potential areas for research

<b>Course Outcome No</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	The learner should have a basic understanding about concepts like customer centricity, CRM, value chain and customer delight.	Understanding	<b>PSO 1,4</b>
2	The learner should get a clear understanding about the market segmentation process and its applications in marketing strategies.	Understand and evaluate	<b>PSO 1,4</b>
3	Develop an idea about consumer behavior and its impact.	Understand and apply	<b>PSO 1,4</b>
4	Good understanding about product line, product mix, brand equity, brand identity, brand personality and brand image.	Understand and Evaluate	<b>PSO 1,4</b>
5	Develop sound ideas regarding services marketing and service quality.	Understand and Apply	<b>PSO 1,4</b>

Course Code	<b>CM010104</b>
Title of the Course	<b>MANAGEMENT OPTIMISATION TECHNIQUES</b>
Semester	<b>One</b>
Type	<b>Core</b>
Credits	<b>4</b>
Hours	<b>5 per week and Total 90</b>

### **Objective of the Course**

To enable the students to understand various optimization models used in business decision making.

<b>Course Outcome No</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	Develop theoretical understanding about various business optimisation models.	<b>Understanding</b>	<b>PSO5</b>
2	Ability to develop Linear Programming Models for business problems and Solve the same.	<b>Apply and evaluate</b>	<b>PSO5</b>
3	Application of Linear Programming in the areas of transportation and assignment.	<b>Understanding</b>	<b>PSO5</b>
4	Develop decision making skills under uncertainty, risk and replacement of assets.	<b>Evaluate and Apply</b>	<b>PSO5</b>
5	Understand and apply network analysis techniques for project implementation.	<b>Understand and Apply</b>	<b>PSO5</b>

Course Code	<b>CM010105</b>
Title of the Course	<b>METHODOLOGY FOR SOCIAL SCIENCE RESEARCH</b>
Semester	<b>One</b>
Type	<b>Core</b>
Credits	<b>4</b>
Hours	<b>5 per week and Total 90</b>

**Objective of the course:**

To enable a learner to understand properly the concepts of research methodology, equip them to prepare a research design and carry out research in systematic and scientific manner.

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	Develop a thorough understanding about the basic concepts of social science research.	Understanding	<b>PSO3, 5</b>
2	After completing this module, the learner should be able to formulate a research design.	Understand and evaluate	<b>PSO3, 5</b>
3	After studying the theoretical aspects of sampling design, the learner should be able to draw a sampling design.	Understanding	<b>PSO3, 5</b>
4	Detailed knowledge about the instrument development, its validation and different forms of scaling.	Evaluate	<b>PSO3, 5</b>
5	Understand the technique of research reporting.	Understand and Apply	<b>PSO3, 5</b>

**SECOND SEMESTER COURSES**

Course Code	<b>CM010201</b>
Title of the Course	<b>ADVANCED CORPORATE ACCOUNTING</b>
Semester	<b>Two</b>
Type	<b>Core</b>
Credits	<b>4</b>
Hours	<b>5 per week and Total 90</b>

**Objective of the Course:**

To equip the learner to understand the higher-level applications of accounting in corporate sector and recent developments.

<b>Course Outcome No</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	The learner should be able to prepare consolidated financial statements of group companies.	<b>Apply</b>	<b>PSO2</b>
2	Preparation of the financial statements of public utility companies and deal with the disposal of surplus.	<b>Apply</b>	<b>PSO2</b>
3	Develop and awareness on the procedure of bankruptcy under the recent Bankruptcy Procedure Code.	<b>Understanding</b>	<b>PSO2</b>
4	Familiarising the learner with the accounting procedures of liquidation of companies and preparation of various statements required as per the Companies Act.	<b>Evaluate</b>	<b>PSO2</b>
5	Basic understanding about the preparation of accounts of some special lines of businesses like shipping, hospitals and hotels.	<b>Understanding and Apply</b>	<b>PSO2</b>

Course Code	<b>CM010202</b>
Title of the Course	<b>HUMAN RESOURCE MANAGEMENT</b>
Semester	<b>Two</b>
Type	<b>Core</b>
Credits	<b>3</b>
Hours	<b>5 per week and Total 90</b>

### **Objectives of the course**

To give an overview as to how an organisation identifies requirements of human resources, how it acquires, rewards, develops, motivates and manages people effectively and also provide an insight into the developments taking place in the field of Human Resource Management.

<b>Course Outcome No</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	Acquaintance with basic concepts of HRM and performance appraisal.	Understanding	<b>PSO1</b>
2	Understanding about human resource development, stress management and work life management.	Understanding	<b>PSO1</b>

3	High level knowledge about various aspects of training.	Understanding	<b>PSO1</b>
4	Understanding about various aspects of industrial relations so as to evaluate the real cases of industrial relations.	Evaluate	<b>PSO1</b>
5	Understanding about HR outsourcing HR accounting and HR audit.	Understanding	<b>PSO1</b>

Course Code	<b>CM010203</b>
Title of the Course	<b>INTERNATIONAL BUSINESS AND FINANCE</b>
Semester	<b>Two</b>
Type	<b>Core</b>
Credits	<b>4</b>
Hours	<b>5 per week and Total 90</b>

### Objectives of the course

To give a broader picture of different aspects of international trade and monetary systems and the operation of firms in an international environment

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	Familiarisation with globalisation, internationalisation of business and the international business environment.	Understanding	<b>PSO1, 4</b>
2	Understanding about theories of international trade, trade barriers and trade blocks.	Understanding	<b>PSO1, 4</b>
3	Imparting idea about various economic institutions related to international trade.	Understanding	<b>PSO1, 4</b>
4	Achieve high level knowledge about various aspects of international monetary system.	Understanding and Evaluate	<b>PSO1, 4</b>
5	Develop an understanding about the international investment environment.	Understanding	<b>PSO1, 4</b>



Course Code	<b>CM010204</b>
Title of the Course	<b>QUANTITATIVE TECHNIQUES</b>
Semester	<b>Two</b>
Type	<b>Core</b>
Credits	<b>4</b>
Hours	<b>5 per week and Total 90</b>

#### Objectives of the course

To impart proficient knowledge in the application of Quantitative Techniques for Social Science Research.

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	This course intends to give understanding about the applications of quantitative techniques.	Understanding	<b>PSO3, 5</b>
2	This course intends to give understanding about the applications of quantitative techniques.	Understanding	<b>PSO3, 5</b>
3	After learning this course, the student should be in a position to identify appropriate parametric test for testing the hypotheses.	Apply	<b>PSO3, 5</b>
4	The learner should be equipped with the skills to identify the most suitable non parametric test for testing a hypothesis.	Apply and Evaluate	<b>PSO3, 5</b>
5	The learner should be equipped with the skills to apply the principles of SQC	Understanding	<b>PSO3, 5</b>

Course Code	<b>CM010205</b>
Title of the Course	<b>STRATEGIC MANAGEMENT</b>
Semester	<b>Two</b>
Type	<b>Core</b>
Credits	<b>4</b>
Hours	<b>5 per week and Total 90</b>

#### Objective of the course

To provide an awareness regarding various types of strategies and applications of same along with strategic formulation, implementation and evaluation.

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	Strong understanding about the theoretical foundations of strategic management.	Understanding	<b>PSO1</b>

2	Clear understanding about various models of environmental and internal analysis.	Understanding	<b>PSO1</b>
3	Development of an idea about the strategy formulation process at the corporate level.	Understand	<b>PSO1</b>
4	Familiarization with various tools strategic planning and evaluation.	Evaluate	<b>PSO1</b>
5	Understanding about the modes of implementation and control of strategies.	Understanding	<b>PSO1</b>

### **THIRD SEMESTER COURSES**

Course Code	<b>CM010301</b>
Title of the Course	<b>STRATEGIC FINANCIAL MANAGEMENT</b>
Semester	<b>Three</b>
Type	<b>Core</b>
Credits	<b>5</b>
Hours	<b>6 per week and Total 108</b>

#### **Objectives of the Course:**

To apply financial management concepts and theories for strategic financial management decision making.

<b>Course Outcome No</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	Learn the theoretical foundations of financial management and financial management decisions.	Understand and Remember	<b>PSO4</b>
2	Evaluate the feasibility of different options regarding discount, credit period, storage cost etc. related to current assets and current liabilities and estimate working capital requirements.	Evaluate and Apply	<b>PSO4</b>
3	Evaluate long term proposals and evaluate the risk associated with long term investment.	Evaluate and Apply	<b>PSO4</b>
4	Evaluate the decisions regarding leasing of capital assets.	Evaluate and Apply	<b>PSO4</b>
5	Evaluate and Compare the performance of business entities.	Evaluate and Apply	<b>PSO4</b>

Course Code	<b>CM010302</b>
Title of the Course	<b>INCOME TAX - LAW AND PRACTICE</b>
Semester	<b>Three</b>
Type	<b>Core</b>
Credits	<b>5</b>
Hours	<b>7 per week and Total 126</b>

**Objectives of the Course:**

To impart basic knowledge about income tax rules and equip the students to compute total income of an individual.

<b>Course Outcome No</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	Acquire knowledge regarding the basic concepts of Income Tax.	Remember	<b>PSO4, 6</b>
2	Able to compute the income from salary and house property.	Understand, Apply	<b>PSO4, 6</b>
3	Determine taxable profit of a business or profession.	Understand, Apply	<b>PSO4, 6</b>
4	Able to compute capital gain and income from other sources.	Understand, Apply	<b>PSO4, 6</b>
5	Able to calculate Gross Total Income of an individual.	Understand, Apply	<b>PSO4, 6</b>
6	Learner shall be able to determine eligible deductions and compute Taxable Income and tax liability of an individual.	Understand, Apply and Evaluate	<b>PSO4, 6</b>

Course Code	<b>CM010303</b>
Title of the Course	<b>SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT</b>
Semester	<b>One</b>
Type	<b>Core- Elective</b>
Credits	<b>4</b>
Hours	<b>6 per week and Total 108</b>

### Objectives of the Course:

To create awareness among the learners about different investment avenues, enrich them to handle modern portfolio techniques to construct efficient portfolios, evaluation and revision of the inefficient portfolios.

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	Able to understand the concepts of investments, different types of investments, views of investment and process of investment and apply the theoretical knowledge in investment information for selecting the securities.	Understand and Apply	<b>PSO4, 6</b>
2	Understanding the types of risk in security market and Applying various tools for the valuation of bonds as well as economic indicators to predict the market.	Understand and Apply	<b>PSO4, 6</b>
3	Understand the tools of technical analysis, analyse the patterns and trends in the market by using various tools and enable to take investment decisions after understanding market efficiency level also.	Understand , Evaluate and Apply	<b>PSO4, 6</b>
4	Applying Modern portfolio theories and construct optimum portfolios.	Understand, Apply and	<b>PSO4, 6</b>
5	Revising constructed portfolios as per risk and return association by using different strategies.	Understanding	<b>PSO4, 6</b>

## ELECTIVE COURSES (One per group for the semester)

### Group 1- Finance and Taxation Stream

Course Code	<b>CM800301</b>
Title of the Course	<b>INDIRECT TAX LAWS</b>
Semester	<b>Three</b>
Type	<b>Core-Elective</b>
Credits	<b>4</b>
Hours	<b>6 per week and Total 108</b>

### Objective of the Course:

To enable the learner to have an understanding on the provisions of major Indirect Tax Laws and Rules

<b>Course Outcome No</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	Understand the basic concepts of the Goods and Services Tax	Understanding	<b>PSO4, 6</b>
2	Develop a clear idea about the levy and collection of tax and tax credit	Understanding	<b>PSO4, 6</b>
3	Develop the knowledge about the provisions regarding registration , preparations of books of accounts and filing of returns under the Act	Understand and Apply	<b>PSO4, 6</b>
4	Understand about the powers of GST authorities regarding inspection, search and seizure	Understanding	<b>PSO4, 6</b>
5	Basic understanding about the Customs Law in India.	Understanding	<b>PSO4, 6</b>

### **Group 2- Marketing and International Business**

Course Code	<b>CM810301</b>
Title of the Course	<b>LOGISTICS AND SUPPLY CHAIN MANAGEMENT</b>
Semester	<b>Three</b>
Type	<b>Core- Elective</b>
Credits	<b>4</b>
Hours	<b>6 per week and Total 108 hours</b>

#### **Objective of the Course:**

To equip the students to have an understanding on the various aspects of fast growing areas of logistics and supply chain management

<b>Course Outcome No</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	To have an understanding on the concept of logistics, the elements involved, logistics management and principles	Understand	<b>PSO1, 6</b>
2	Learner should be able to have an idea regarding various demand forecasting techniques	Apply	<b>PSO1, 6</b>
3	After learning the module, there shall be an understanding on transportation process and major documents involved in air and ocean logistics management	Understand	<b>PSO1, 6</b>
4	To get a clear idea on supply chain management, its process and evaluate the strategies involved	Understand and apply	<b>PSO1, 6</b>
5	To have an idea regarding warehousing, its importance and analyse the role of computers in modern day warehousing	Understand	<b>PSO1, 6</b>

6.	To have an overview on various trends and developments taking place in the field of logistics and supply chain management.	Understand	<b>PSO1, 6</b>
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### **Group 3- Management and Information Technology**

Course Code	<b>CM820301</b>
Title of the Course	<b>TOTAL QUALITY MANAGEMENT</b>
Semester	<b>Three</b>
Type	<b>Core- Elective</b>
Credits	<b>4</b>
Hours	<b>6 per week and Total 108 hours</b>

#### **Objective of the Course:**

To understand the concept and relevance of TQM, its impact on organisations and gain knowledge about other quality initiatives in organisations.

<b>Course Outcome No</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	Develop the idea regarding quality and quality management	Understand	<b>PSO1, 6</b>
2	Understand the contribution to quality gurus	Understand	<b>PSO1, 6</b>
3	Procure knowledge about TQM principles	Understand	<b>PSO1, 6</b>
4	Develop an idea regarding the tools of quality	Understand	<b>PSO1, 6</b>
5	Get insight into the concepts and application of six sigma concept and TPM	Understand and Analyse	<b>PSO1, 6</b>
6	Develop idea regarding ISO, BIS and quality standards	Understand	<b>PSO1, 6</b>

### **FOURTH SEMESTER COURSES**

Course Code	<b>CM010401</b>
Title of the Course	<b>ADVANCED COST AND MANAGEMENT ACCOUNTING</b>
Semester	<b>Three</b>
Type	<b>Core</b>
Credits	<b>4</b>
Hours	<b>6 per week and Total 108</b>

#### **Objective of the Course**

To enable the learner to apply principles and techniques of Cost and Management Accounting in decisions making situations.

<b>Course Outcome No</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	Apply activity based absorption methods instead of conventional absorption method.	Apply	<b>PSO1, 2</b>
2	Apply the marginal costing principles in decision making situations of businesses.	Apply	<b>PSO1, 2</b>
3	Dealing with practical cases of pricing decisions in different situations	Evaluate	<b>PSO1, 2</b>
4	Understand the concepts of standard costing, and the process of cost control through it.	Understanding and apply	<b>PSO1, 2</b>
5	Deal with the practical issues related to transfer pricing	Apply	<b>PSO1, 2</b>

Course Code	<b>CM010402</b>
Title of the Course	<b>INCOME TAX – ASSESSMENT &amp; PROCEDURES</b>
Semester	<b>Four</b>
Type	<b>Core</b>
Credits	<b>4</b>
Hours	<b>7 per week and Total 126</b>

#### **Objectives of the Course:**

To enable the learners to advice assessees regarding their income tax queries and to be trained to attend professional examinations in taxation.

<b>Course Outcome No</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	Compute the total income and tax liability of firms and Association of Persons	Understand & Apply	<b>PSO4, 6</b>
2	Carry out assessment of companies and determine their tax liability	Understand & Apply	<b>PSO4, 6</b>
3	Make the assessment of cooperative societies and trusts.	Understand & Apply	<b>PSO4, 6</b>
4	Understanding about the assessment procedures, TDS and advance payment of tax and application in various situations	Understand & Apply	<b>PSO4, 6</b>
5	Learn tax planning concepts and apply the same	Understand & Apply	<b>PSO4, 6</b>

#### **ELECTIVE COURSES (Two courses in the semester)**

## Group 1- Finance and Taxation Stream

Course Code	<b>CM800401</b>
Title of the Course	<b>DERIVATIVES AND RISK MANAGEMENT</b>
Semester	<b>Four</b>
Type	<b>Core-Elective</b>
Credits	<b>4</b>
Hours	<b>6 per week and Total 108</b>

### Objectives of the Course:

To familiarize the students with the derivative markets and its evolution, compare and evaluate the performance of different forward, futures and options contracts and understand the various future and option pricing models.

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	Knowledge about the derivative market in India, its evolution, types, players, risks involved and basic quantitative foundations	Remember and Apply	<b>PSO4, 6</b>
2	Analyze the implications of Risk in the perception of individuals and Institutions and measurement of risks	Analyse and Apply	<b>PSO4, 6</b>
3	Understand and explain the concept of forward market and its function ,	Understand	<b>PSO4, 6</b>
4	Analyse the operation and pricing of various types of futures	Analyse, Creative	<b>PSO4, 6</b>
5	Understand the concepts and methodology of option trading and apply the models of pricing the option contracts	Understand, analyse and Creative	<b>PSO4, 6</b>
6	Develop an idea of exchanges through swaps	Understand and apply	<b>PSO4, 6</b>

Course Code	<b>CM800402</b>
Title of the Course	<b>PERSONAL INVESTMENT AND BEHAVIOURAL FINANCE</b>
Semester	<b>Four</b>
Type	<b>Core</b>
Credits	<b>4</b>
Hours	<b>6 per week and Total 108</b>

### Objectives of the Course:

To equip the student to manage their personal finance, introduce the students the role of human behaviour in financial decision making and identify persistent or systematic



behavioural factors/biases that influence investment behaviour.

<b>Course Outcome No</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	Understand the meaning and significance of Financial literacy, Financial Discipline & Financial Competency, the role of family and parents in financial socialisation	Understand and Evaluate	<b>PSO4, 6</b>
2	Understand and Evaluate the Significance of savings on financial destiny and its relationship with Consumerism and to understand the different elements/steps in Personal Financial Planning to attain Financial Well Being and Evaluate the different retail investment avenues.	Understanding & Evaluate	<b>PSO4, 6</b>
3	Know the meaning of Behavioural Finance, its evolution and related theories	Understand & Remember	<b>PSO4, 6</b>
4	To understand different Heuristics, Biases and other Irrational Investment Behaviours	Understanding and evaluate	<b>PSO4, 6</b>
5	Understand the relationship between biases and to adopt techniques to lower the impact of biases	Understand & Apply	<b>PSO4, 6</b>

## **Group 2- Marketing and International Business**

Course Code	<b>CM810401</b>
Title of the Course	<b>RETAIL AND RURAL MARKETING</b>
Semester	<b>Four</b>
Type	<b>Core-Elective</b>
Credits	<b>4</b>
Hours	<b>6 per week and Total 108 hours</b>

### **Objective of the Course:**

To familiarise the students with the concepts, structure, issues and developments in retail and rural marketing.

<b>Course Outcome No</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	Understanding on the concept and structure of retail marketing and its status in India	Understand	<b>PSO1, 4</b>
2	Idea regarding the various formats prevailing in retail sector and the setting up and functioning of retail stores	Understand	<b>PSO1, 4</b>

3	Understand the marketing mix available for retail marketing and the various aspects of HRM applicable for retailing	Understand and apply	<b>PSO1, 4</b>
4	Develop an idea on emerging trends of retailing in India	Understand	<b>PSO1, 4</b>
5	understanding regarding rural markets and marketing, its structure in India and the process and importance of agricultural marketing	Understand	<b>PSO1, 4</b>
6.	Understand the elements of marketing mix applicable in rural marketing, the role of FMCG in rural markets and also the emerging trends in rural markets in India.	Understand	<b>PSO1, 4</b>

Course Code	<b>CM810402</b>
Title of the Course	<b>INTERNATIONAL MARKETING</b>
Semester	<b>Four</b>
Type	<b>Core-Elective</b>
Credits	<b>4</b>
Hours	<b>6 per week and Total 108</b>

**Objective of the Course:**

To familiarise the learners with the issues and developments in international marketing and understand the marketing mix applicable.

<b>Course Outcome No</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	Understanding on international marketing and environment.	Understand	PSO1, 4
2	To understand the various aspects in connection with product planning and development in international scenario.	Understand	PSO 1, 4
3	Get an idea regarding Segmentation, targeting, positioning in global market and international pricing strategies	Understand and apply	PSO1, 4
4	Acquaintance with international logistics, mode of entry and promotional measures	Understand	PSO1, 4
5	Develop an understanding regarding research in international marketing and terms of payments as well as into terms	Understand	PSO1, 4
6.	Get an overview on risk in international market, aspects of international marketing and global e-marketing.	Understand	PSO1, 4

### Group 3- Management and Information Technology Stream

Course Code	<b>CM820401</b>
Title of the Course	<b>E-COMMERCE AND E-BUSINESS MANAGEMENT</b>
Semester	<b>Four</b>
Type	<b>Core- Elective</b>
Credits	<b>4</b>
Hours	<b>6 per week and Total 108 hours</b>

#### Objective of the Course:

To enable the learner to understand the advancements in e-commerce and applications and models of e- business.

<b>Course Outcome No</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	Understand the concept of E commerce	Understand	<b>PSO1, 4</b>
2	Understand E business and its modules	Understand	<b>PSO1, 4</b>
3	Develop a knowledge about E- marketing techniques	Understand	<b>PSO1, 4</b>
4	Develop an idea relating to E- business technology and CRM	Understand	<b>PSO1, 4</b>
5	Understand the E- banking concepts	Understand	<b>PSO1, 4</b>
6	Get an idea regarding application of technology in banking services and also the impact of ecommerce and e business in India.	Understand and analyse	<b>PSO1, 4</b>

Course Code	<b>CM820402</b>
Title of the Course	<b>LEGAL FRAMEWORK FOR IT BASED BUSINESS AND INTELLECTUAL PROPERTY RIGHTS</b>
Semester	<b>Four</b>
Type	<b>Core- Elective</b>
Credits	<b>4</b>
Hours	<b>6 per week and Total 108 hours</b>

### Objective of the Course:

To provide awareness regarding legal framework for IT based business houses and cyber law as well as IPR

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	Providing an awareness regarding concept of cyberspace and legislations involved	Understand	<b>PSO1, 4</b>
2	Developing idea regarding cybercrime and consequences	Understand	<b>PSO1, 4</b>
3	Understanding about IT Act and IT Security as well as standards	Understand	<b>PSO1, 4</b>
4	Getting knowledge about Intellectual property rights	Understand	<b>PSO1, 4</b>
5	Developing understanding about E contracts	Understand	<b>PSO1, 4</b>
6	Gain awareness regarding procedural formalities and impact with relation to IPR.	Understand and analyse	<b>PSO1, 4</b>

### Core Course- Project Report for all streams

Course Code	<b>CM010403</b>
Title of the Course	<b>PROJECT REPORT</b>
Semester	<b>Four</b>
Type	<b>Core- Project</b>
Credits	<b>4</b>
Hours	<b>NA</b>

Course Outcome No	Expected Course Outcome	Cognitive Level	Programme Specific Outcome Linkage
1	Quality Research Output and presentation	Evaluate, Analyse and Apply	<b>PSO3, 4 and PO3,5,6</b>

### Core Course- Comprehensive Viva for all streams

Course Code	<b>CM010404</b>
Title of the Course	<b>COMPREHENSIVE VIVA</b>
Semester	<b>Four</b>
Type	<b>Core- Viva</b>
Credits	<b>2</b>
Hours	<b>NA</b>

<b>Course Outcome No</b>	<b>Expected Course Outcome</b>	<b>Cognitive Level</b>	<b>Programme Specific Outcome Linkage</b>
1	The learner should have the capacity to communicate his/her understanding in various subjects studied.	Remember, Evaluate &Analyse	<b>PSO1 to 6 and PO5</b>