

NAME OF THE DEPARTMENT	Commerce		
PROGRAMME CODE AND PROGRAMME NAME	MCC M com marketing		
PROGRAMME OUTCOMES (POs)	PO.1	The students will develop an ability to apply knowledge acquired in problem solving.	
	PO.2	Ability to work in teams with enhanced communication and inter-personal skills The students will be ready for employment in functional areas like Accounting, Taxation, marketing. ,various regulations	
	PO.3.	Ability to start entrepreneurial activities	
	PO.4	To inculcate ethical values, team work, leadership and managerial skills.	
	PO.5	Students will exhibit inclination towards pursuing professional courses such as CA/ CS/ CMA/CFA etc.	
	PO.6	Students will enable to enter in the field of Research in Finance and Management.	
PROGRAMME SPECIFIC OUTCOMES (PSOs)	PSO.1.	Apply multidisciplinary domain knowledge comprising of accounting, finance, operations, marketing ,services ,retailing and human resources management to select suitable project proposal.	
	PSO.2.	Apply the conceptual and practical business knowledge to identify and solve organizational problems using a systematic and analytical decision-making approach.	
	PSO.3.	Assess global opportunities and challenges to contribute towards firm’s growth through strategies such as mergers, acquisitions and international expansion.	
	PSO.4.	Evaluate the implications of changing environmental factors on organization.	
	PSO. 5.	Demonstrate knowledge, skills & positive attitude to work individually or as multi-disciplinary teams in a dynamic organizational environment.	
	PSO.6.	Exhibit ability to identify and organize data; synthesize and analyze to abstract meaning from information, in order to share knowledge to the key stakeholders.	
COURSE CODE, COURSE NAME AND COURSE OUTCOMES (COs)	Semester 1	MC1C1: Business environment	
	CO.1.	To familiarise students with the concepts of macro and micro environment of business	
	CO.3.	To know about the concept of Quality circle	
	CO.4.	To familiarise the students with the structure of Indian Economy	
	CO.5	To study the Profile of Indian Economy	
	CO.6.	To familiarize the Industrial policy	

	CO.7.	To study the impact of FDI in retail sector
	CO.8.	To get an idea about the problems and consequences of foreign trade policy
	CO.9.	To Study about MNC and its importance
	CO 10.	To study the International agreements
		MC1C2: Quantitative technique for business decision
	CO.1.	To acquaint students with important quantitative techniques, which enable sound business decision making.
	CO.2.	To impart various tools available for non-parametric test like Chi-square test, Wilcoxon Signed Rank test, Mann Whitney U test etc.
	CO.3.	To familiarize about the basics of quantitative techniques.
	CO.4.	To provide understanding about tests of significance by parametric tests like Z test, t test, F test and ANOVA.
	CO.5	To make students learn the process of applying appropriate quantitative techniques for validating findings and interpreting results.
	CO.6.	To understand the Statistical Quality Control like process control, product control through X chart, R chart, P chart, C chart.
	CO.7.	To gain deep understanding on various methods available for Correlation.
	CO.8.	Application of Regression in Prediction
	CO.9.	Practical Knowledge about SPSS
	CO.10	Practical knowledge about other softwares used in the field of Quantitative Techniques
		MC1C3: Accounting for managerial decision
	CO.1.	To enable the students to know the applications of accounting tools, techniques and concepts in managerial decision making process.
	CO.2.	To understand theoretical concept of Management accounting.
	CO.3.	To impart different cost concepts and classifications.
	CO.4.	To get insight about absorption costing and marginal costing.
	CO.5	To acquire knowledge about emerging cost approaches.

	CO.6.	To understand the uses of different investment appraisal methods in capital investment decision
	CO.7.	To understand the use of CVP analysis in decision making under different situations.
	CO.8.	To understand the different methods of computation of cost of capital.
	CO.9.	To know the concept of cost control, cost reduction and value analysis and value engineering.
	CO.10	To gain knowledge on different performance measurement methods
		MC1C4: IT Applications in commerce
	CO.1.	To get an overall idea about various IT applications used in the business platform especially MIS.
	CO.2.	To make a practical approach in spreadsheet modeling and database management System.
	CO.3.	To impart knowledge about various functions in Microsoft Excel
	CO.4.	To get an idea about the integrated business solution package.
	CO.5	To study various information systems
	CO.6.	To gain knowledge about various sub-systems like TPS, OAS, DSS, EIS, AI, ES
	CO.7.	To get insight into Database management technology and its components.
	CO.8.	To understand the applicability of Relational database management technology in business field.
	CO.9.	To understand the concept of ERP and its importance in large firm.
	CO.10	To aware about Enterprise resource planning and its implementation methodology.
		MC1C5: Organizational theory and practice.
	CO.1.	To familiarize the students with the different psychological process
	CO.2.	To impart the knowledge about leadership and communication
	CO.3.	To give an idea about different behavioral pattern of employees when they are in an individual, group, part of structure.
	CO.4.	To understand Group behavior and team cohesiveness existing in the organizations
	CO.5	To give an orientation about application of Transactional Analysis psychology in an organizational settings
	CO.6.	To understand about the concept of perception, personality and attitude
	CO.7.	To understand the concept of Group cohesiveness.
	CO.8.	To get a thorough knowledge about conflict management.
	CO.9.	To know the methods of grievance handling.
	CO.10	To get an awareness about change management.

	Semester 2	MC2C6: International Business
	CO.1.	To evaluate the complexities of international business and globalization from home versus host-country, and regional, cultural perspectives.
	CO.2.	To study the various risk management techniques
	CO.3.	To get an idea about the MNC and TNC
	CO.4.	To study about the factors affecting the foreign investment
	CO.5	To study the foreign institutional investment and know about the globalization of Indian business
	CO.6.	To study the international marketing decisions
	CO.7.	To study about the international organizations
	CO.8.	To study about the sez, free trade zones etc
	CO.9.	To evaluate the future opportunities of international business activities
	CO.10	To get an overall idea about the international business
		MC2C7: Advanced Corporate Accounting
	CO.1.	To provide basic knowledge about IFRS
	CO.2.	To describe the Role of IASB
	CO.3.	To examine the Accounting for Group Companies
	CO.4.	To Analysis of the capital profit
	CO.5	Explain the concept of Accounting for the corporate Restructuring
	CO.6.	To help the students understand the techniques of restructuring and liquidating the corporate entities.
	CO.7.	Treatments of items in Internal – external merger of the companies.
	CO.8.	To enable the students to solve the problem of voyage accounts.
	CO.9.	To enable the students to solve the problem of farm accounts.
	CO.10	To explain the concept of Human Resource Accounting
		MC2C8: Business Communication
	CO.1.	To understand the process of business communication.
	CO.2.	To acquire required skills to manage business communication
	CO.3.	To give awareness about modes of communication
	CO.4.	To understand different non-verbal communications like kinesics, proxemics, para language etc.

	CO.5	To understand the importance of self-development
	CO.6.	To aware about different kinds of letters, its characteristics, its writing etc..
	CO.7.	To familiarize with Transaction analysis.
	CO.8.	To familiarize with games and exercises, group discussions, mock interview, seminars etc
	CO.9.	To impart skills and self-development through various games and exercises
	CO.10	To impart knowledge for making effective communication.
		MC2C9: Management science
	CO.1.	To familiarize students with concepts of management science and tools supporting decision making
	CO.2.	To enable students to apply Management science techniques in appropriate decision situations.
	CO.3.	To equip the students with basic idea about different management science techniques
	CO.4.	To give an idea about linear programming problem
	CO.5	To give an orientation about network analysis
	CO.6.	To give an idea about queuing theory
	CO.7.	To acquire knowledge about simulation techniques.
	CO.8.	To acquire knowledge about Programme Evaluation Review Technique.
	CO.9.	To give an orientation about Critical Path Method.
	CO.10	To know about the practical applications of Operations Research in the field of Management.
		MC2C10: Strategic management and corporate governance
	CO.1.	To provide idea about basic concept of strategic management.
	CO.2.	To understand the concept of management and the various methods available for its analysis
	CO.3.	To aware about strategic choice like stability, growth and defensive strategies
	CO.4.	To know the strategic implementation through planning and allocation of resources.
	CO.5	To gain knowledge about Corporate Governance and Business ethics and its interdependence.
	CO.6.	Acquire knowledge about Corporate governance practices in India.
	CO.7.	Acquire knowledge about certificate of Corporate Governance.
	CO.8.	Familiarize with the issues in Corporate Governance
	CO.9.	To know about CSR

	CO.10	Thorough knowledge about Strategic planning.
	Semester 3	MC3C11: Financial markets and Institutions
	CO.1.	To get an awareness regarding Indian Financial system.
	CO.2.	To have a knowledge about innovative financial instruments
	CO.3.	To understand the working of commodity and debt markets .
	CO.4.	To understand the importance of financial services
	CO.5	To understand the concept of financial derivatives
	CO.6.	To understand the various developmental financial institutions
	CO.7.	To get an idea about various foreign investment opportunities
	CO.8.	To get an awareness regarding the functioning of mutual funds
	CO.9.	To understand the insurance sector and its regulatory measures in india
	CO.10	To understand the importance of NBFCs in providing financial services
		MC3C12: Income Tax Law and Practice
	CO.1.	To enable students to understand computation of taxable income under different heads of income.
	CO.2.	To give insight about the assessment of agriculture income.
	CO.3.	To familiarize the concept of clubbing of incomes and aggregate of income
	CO.4.	To give idea about set off and carry forward of losses
	CO.5	To give insight about the income exempt from taxes, deductions, rebate and relief of tax
	CO.6.	To impart insight about the assessment of individuals and HUF.
	CO.7.	To impart knowledge about Computation of Total Income, Tax liability and Application of Alternate Minimum Tax on AOP/BOI.
	CO.8.	To provide basic awareness about Income Tax Authorities and payment of tax.
	CO.9.	To gain knowledge about the procedure for assessment of Income Tax.
	CO.10	To equip the procedure about the filing of return of Income.
		MC3C13: Research Methodology
	CO.1.	To understand the process of doing research and its techniques
	CO.2.	To familiarize the students with formulation of research problem

	CO.3.	To equip the students with basic idea about sampling and sampling techniques
	CO.4.	To give an idea about different data collection techniques and methods
	CO.5	To give an orientation about various data analysis and interpretation tools
	CO.6.	To impart the skills of reporting the research findings
	CO.7.	To know reference techniques.
	CO.8.	To impart knowledge relating to plagiarism
	CO.9.	To give orientation about styles of reporting.
	CO.10	To impart knowledge about presentation of research report
	Semester 4	MC4C14: Financial Derivatives and Risk Management
	CO.1.	To get an awareness to the students about Financial derivatives.
	CO.2.	To acquaint the students to understand market risk, its types and risk management
	CO.3.	To acquaint the students to understand market risk, its types and risk management
	CO.4.	To acquaint the students to understand market risk, its types and risk management To familiarize more about futures contracts.
	CO.5	To understand Hedging with stock index and types of members, margining system in India.
	CO.6.	To gain knowledge on various options and option markets in NSE and BSE.
	CO.7.	To familiarize types of options- call and put.
	CO.8.	To get an awareness about option Pricing models.
	CO.9.	To impart the various swaps available in the markets.
	CO.10	To understand Risk management function of swap transactions
		MC4C15: Cost Management
	CO.1.	To provide basic knowledge about Cost Management
	CO.2.	To provide basic knowledge about the Concept of ABC
	CO.3.	To Analyse the concept of Kaizen Costing
	CO.4.	To help the students to understand the issues in Business process reengineering
	CO.5	To help the students to understand the Just in time Technique
	CO.6.	To explain value chain analysis
	CO.7.	To explain internal and supplier linkages
	CO.8.	To enable the students to solve the problems in Costing in Service Sector
	CO.9.	To enable the students to solve the problem of Joint product and by-product

	CO.10	To explain the concept of Standard Costing & variance analysis
	Marketing Elective Papers	MC3E (M) 01: ADVERTISING AND SALES MANAGEMENT
	CO.1.	It aims to understand the students about the concept of Advertising
	CO.2.	To familiarise the students' with the process of Advertising Management process
	CO.3.	To familiarise the student's with the Market analysis and sale forecasting
	CO.4.	To get an idea for the students about the Budget
	CO.5	To enable the students to understand about the - training and development
	CO.6.	To equip the students with the Evaluation of sales personnel
	CO.7.	To familiarise the students' with the process of effective selling
	CO.8.	To have an idea regarding advertising media.
	CO.9.	To have an idea regarding salesmanship
	CO.10	To enable the students to innovative techniques in advertising
		MC3E (M) 02: CONSUMER BEHAVIOUR

	CO.1.	To help students develop basic understanding of the concepts and theories of consumer behaviour
	CO.2.	To equip the students regarding the consumer buying process
	CO.3.	To understand the consumer needs and motivation
	CO.4.	To analyse the influence of culture in consumer behaviour
	CO.5	To have an idea about models of consumer behaviour
	CO.6.	To identify the areas of consumer research
	CO.7.	To evaluate the measurement of service quality
	CO.8.	To have an idea regarding techniques of service quality measures
	CO.9.	To have an idea regarding buying motives.
	CO.10	To understand the various factors influencing consumer behaviour
		MC4 E (M) 03: SUPPLY CHAIN AND LOGISTICS MANGAEMENT
	CO.1.	To equip the students with good knowledge on logistics and supply chain management
	CO.2.	To have an idea about components of supply chain
	CO.3.	To understand the importance of supply chain in present market condition
	CO.4.	To know the role of manager in supply chain:
	CO.5	To have an idea about Logistics Management
	CO.6.	To have an idea of warehousing and store management
	CO.7.	To have a knowledge of commercial aspects in

		distribution management
	CO.8.	To get a knowledge regarding emerging trends in supply chain
	CO.9.	To understand the role of consumer data models in supply chain management
	CO.10	To have an idea regarding CRM
		MC4 E (M) 04: SERVICE MARKETING
	CO.1.	To impart basic idea about services and types of services
	CO.2.	To acquaint the students with various stages of new service development
	CO.3.	To understand the importance of service sector in economic development
	CO.4.	To understand the hospitality sector in services
	CO.5	To understand the hotel industry .
	CO.6.	To understand the importance of green marketing
	CO.7.	To understand the modes of marketing of educational services, public utility services etc
	CO.8.	To impart the knowledge regarding financial services
	CO.9.	To get an idea regarding customer relationship management.
	CO.10	To have an idea regarding health care services in india.

Note: Include practicals. Include 10 CO each for each and every core course. PG Departments please do not forget to prepare PO, PO and PSO for PG. COs may be arranged semester-wise.