

| Department of Commerce (S.F-I) | | | | | | | | | |
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| I.1.I Curricula developed and implemented have relevance to the local/ national/ regional and global developmental needs which are reflected in Programme Outcomes (PSOs) and Course Outcomes (COs) of various programmes offered by the Institution | | | | | | | | | |
| S.No. | Course Code | Name of the Course | L | N | R | G | POs, PSOs, COs Addressed | | |
| | | | | | | | POs | PSOs | COs |
| 2023-2024 | | | | | | | | | |
| 1 | AP231CC1 | Core Course I: Business Finance | | | | | PO 1 - To apply high level knowledge and skills in various fields of commerce . PO 2 - To obtain opportunities in research, writing, communication, and Publication skills. | PSO 1 - To design and implement accounting, marketing, finance and HR systems and practices grounded in research that comply with mercantile laws, leading the organization towards growth and development. PSO 4 - To facilitate production of employable, ethical and innovative professionals to sustain in the dynamic business world. | CO 1 - To remember the basic finance concepts. CO 2 - To understand the risk and determine its impact on return. CO 3 - To apply leasing methods and other sources of finance for startups. CO 4 - To apply cash receivable and inventory management techniques. CO 5 - To evaluate techniques of long-term investment decision incorporating risk factor. CO 6 - To understand the difference criteria used to evaluate proposed investment (ex. NPV, profitability Index, Payback Period). |
| 2 | AP231CC2 | Core Course II: Digital Marketing | | | | | PO 1 - To apply high level knowledge and skills in various fields of commerce. PO 2 - To obtain opportunities in research, writing, communication, and Publication skills. | PSO 1 - To design and implement accounting, marketing, finance and HR systems and practices grounded in research that comply with mercantile laws, leading the organization towards growth and development. PSO 2 - To exhibit entrepreneurial ability by enhancing critical thinking, problem solving, decision making and leadership skills that will facilitate startups and high potential organisations. | CO 1 - To explain the dynamics of digital marketing. CO 2 - To recognize online marketing mix. CO 3 - To illustrate digital media channels. CO 4 - To criticize online consumer behavior. CO 5 - To measure social media data. |
| 3 | AP231CC3 | Core Course III: Banking and Insurance | | | | | PO 1 - To apply high level knowledge and skills in various fields of commerce. PO 3 - To identify and analyse functional management issues at various levels of career advancement. | PSO 1 - To design and implement accounting, marketing, finance and HR systems and practices grounded in research that comply with mercantile laws, leading the organization towards growth and development. PSO 4 - To facilitate production of employable, ethical and innovative professionals to sustain in the dynamic business world. | CO 1 - To relate the transformation in banking from traditional to new era of banking. CO 2 - To apply modern techniques of digital banking in business and day to day life. CO 3 - To evaluate the role of insurance sector. CO 4 - To examine the regulatory mechanism of customer service in insurance and the relevant regulations. CO 5 - To assess risk mitigation strategies and its impact in banking and insurance industry. |
| 4 | AP231EC1 | Elective Course I: a) Security Analysis and Portfolio Management | | | | | PO 1 - To apply high level knowledge and skills in various fields of commerce. PO 4 - To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To design and implement accounting, marketing, finance and HR systems and practices grounded in research that comply with mercantile laws, leading the organization towards growth and development. PSO 2 - To exhibit entrepreneurial ability by enhancing critical thinking, problem solving, decision making and leadership skills that will facilitate startups and high potential organisations. | CO 1 - To understand the investment options and structure of a portfolio. CO 2 - To assess the value of Equity Shares, Preference Shares and Bonds. CO 3 - To analyse stock performance through fundamental and technical analysis. CO 5 - To recall the various Portfolio Theories. |
| 5 | AP231EC2 | Elective Course I: b) Operations Research | | | | | PO 1 - To apply high level knowledge and skills in various fields of commerce. PO 4 - To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To design and implement accounting, marketing, finance and HR systems and practices grounded in research that comply with mercantile laws, leading the organization towards growth and development. PSO 2 - To exhibit entrepreneurial ability by enhancing critical thinking, problem solving, decision making and leadership skills that will facilitate startups and high potential organisations. | CO 1 - To understand the application of operations research in business. CO 2 - To apply of transportation models to minimize the transportation cost. CO 3 - To apply the game theory and analyze mixed strategies to overcome the competitors. CO 4 - To prioritize the work analysis to enhance effectiveness. CO 5 - To construct the decision tree to select the best among the alternatives. |
| 6 | AP231EC3 | Elective Course I: c) International Financial Management | | | | | PO 1 - To apply high level knowledge and skills in various fields of commerce. PO 7 - To learn independently for life long to execute professional, social, and ethical responsibilities promoting sustainable development. | PSO 1 - To design and implement accounting, marketing, finance and HR systems and practices grounded in research that comply with mercantile laws, leading the organization towards growth and development. PSO 3 - To practice different techniques of communication and research and apply them in business and progression. | CO 1 - To explain the importance and nature of international flow of funds. CO 2 - To explain the importance and nature of international flow of funds and explain the flow of funds in the international banks. CO 3 - To analyse the techniques of international investment decisions for building a better portfolio. CO 4 - To analyse the fluctuations in exchange rate and impact on exchange markets and analyse the techniques of international investment decisions for building a better portfolio and examine various international financial market instruments. CO 5 - To examine various international financial market instruments. |
| 7 | AP231EC4 | Elective Course II: a) Labour Law | | | | | PO 1 - To apply high level knowledge and skills in various fields of commerce. PO 7 - To learn independently for life long to execute professional, social, and ethical responsibilities promoting sustainable development. | PSO 1 - To design and implement accounting, marketing, finance and HR systems and practices grounded in research that comply with mercantile laws, leading the organization towards growth and development. PSO 3 - To practice different techniques of communication and research and apply them in business and progression. | CO 1 - To recall the basic labour legislations pertaining to Trade Unions. CO 2 - To discuss on various provisions of the Factory's Act and Equal Remuneration Act. CO 3 - To assess provisions relating to the workmen's compensations and state insurance. CO 4 - To examine provisions relating to payment of wages and minimum wages. CO 5 - To identify the provisions of provident fund, gratuity and bonus schemes. |
| 8 | AP231EC5 | Elective Course II: b) Strategic Human Resource Management | | | | | PO 1 - To apply high level knowledge and skills in various fields of commerce. PO 7 - To learn independently for life long to execute professional, social, and ethical responsibilities promoting sustainable development. | PSO 1 - To design and implement accounting, marketing, finance and HR systems and practices grounded in research that comply with mercantile laws, leading the organization towards growth and development. PSO 2 - To exhibit entrepreneurial ability by enhancing critical thinking, problem solving, decision making and leadership skills that will facilitate startups and high potential organisations. | CO 1 - To understand the fundamental strategic human resource management. CO 2 - To recognize the models of strategic human resource management. CO 3 - To integrate and apply the knowledge of various strategies in human resource Management in the corporate arena. CO 4 - To assess drafting of HR policies. CO 5 - To explore the latest trend in the strategic human resource management. |
| 9 | AP231EC6 | Elective Course II: c) Insolvency Law and Practice | | | | | PO 1 - To apply high level knowledge and skills in various fields of commerce. PO 3 - To identify and analyse functional management issues at various levels of career advancement. | PSO 1 - To design and implement accounting, marketing, finance and HR systems and practices grounded in research that comply with mercantile laws, leading the organization towards growth and development. PSO 2 - To exhibit entrepreneurial ability by enhancing critical thinking, problem solving, decision making and leadership skills that will facilitate startups and high potential organisations. | CO 1 - To recall the concepts, need for the insolvency and bankruptcy code 2016. CO 2 - To analyse the provisions relating to corporate insolvency resolution process, insolvency resolution of corporate persons and resolution strategies. CO 3 - To analyse the legal provisions of liquidation of corporate person, companies and adjudication and appeals for corporate persons. CO 4 - To summarise the provisions relating to Cross Border Insolvency. CO 5 - To examine the professional and ethical practices for insolvency practitioners. |
| 10 | AP232CC1 | Core Course IV - Strategic Cost Management | | | | | PO 1 - To apply high level knowledge and skills in various fields of commerce. PO 3 - To identify and analyse functional management issues at various levels of career advancement. | PSO 1 - To design and implement accounting, marketing, finance and HR systems and practices grounded in research that comply with mercantile laws, leading the organization towards growth and development. PSO 4 - To facilitate production of employable, ethical and innovative professionals to sustain in the dynamic business world. | CO 1 - To understand and apply strategic cost management and techniques. CO 2 - To apply the strategies for product Life Cycle and Budgeting. CO 3 - To analyse activity based costing in practice. CO 4 - To apply transfer pricing methods and its relevance in decision making. CO 5 - To evaluate cost structure for Agriculture and IT sector. |
| 11 | AP232CC2 | Core Course V - Corporate Accounting | | | | | PO 1 - To apply high level knowledge and skills in various fields of commerce . PO 4 - To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To design and implement accounting, marketing, finance and HR systems and practices grounded in research that comply with mercantile laws, leading the organization towards growth and development. PSO 2 - To exhibit entrepreneurial ability by enhancing critical thinking, problem solving, decision making and leadership skills that will facilitate startups and high potential organisations. | CO 1 - To prepare financial statements of companies as per schedule III of Companies Act, 2013. CO 2 - To apply the provisions of IRDA Regulations, 2002 in the preparation of final accounts of life insurance and general insurance companies. CO 3 - To prepare consolidated financial statements of holding companies in accordance with AS 21. CO 4 - To assess contemporary accounting methods. CO 5 - To examine financial reporting based on appropriate accounting standards and provisions of Companies Act 2013 with respect to corporate social responsibility. |
| 12 | AP232CC3 | Core Course VI - Setting up of Business Entities | | | | | PO 1 - To apply high level knowledge and skills in various fields of commerce. PO 7 - To learn independently for life long to execute professional, social, and ethical responsibilities promoting sustainable development. | PSO 1 - To design and implement accounting, marketing, finance and HR systems and practices grounded in research that comply with mercantile laws, leading the organization towards growth and development. PSO 5 - To practice business and professional ethics to embrace moral and ethical values in business and personal life. | CO 1 - To recognize and determine the startups in India. CO 2 - To describe and identify legal requirements for section 8 company. CO 3 - To examine the proceedings for LLP and joint venture. CO 4 - To determine the registration and licensing procedure. CO 5 - To examine and evaluate the compliance of regulatory framework. |
| 13 | AP232EC1 | Elective Course III: a) Business Ethics and Corporate Sustainability | | | | | PO 1 - To apply high level knowledge and skills in various fields of commerce. PO 6 - To sensitize professional ethics and societal needs which lead them for holistic development. | PSO 1 - To design and implement accounting, marketing, finance and HR systems and practices grounded in research that comply with mercantile laws, leading the organization towards growth and development. PSO 5 - To practice business and professional ethics to embrace moral and ethical values in business and personal life. | CO 1 - To understand the concepts of business ethics in practice. CO 2 - To demonstrate and recommend ethical decision making by applying various theories. CO 3 - To evaluate moral issues relating to business, marketing, advertising, finance, HR and environmental protection. CO 4 - To remember the concepts of corporate sustainability . CO 5 - To construct reports disclosing sustainability information. CO 6 - To evaluate the need for ethics in business and identify the issues involved in business ethics. |
| 14 | AP232EC2 | Elective Course III: b) Audit and Due Diligence | | | | | PO 1 - To apply high level knowledge and skills in various fields of commerce. PO 3 - To identify and analyse functional management issues at various levels of career advancement. | PSO 1 - To design and implement accounting, marketing, finance and HR systems and practices grounded in research that comply with mercantile laws, leading the organization towards growth and development. PSO 4 - To facilitate production of employable, ethical and innovative professionals to sustain in the dynamic business world. | CO 1 - To understand the types and process of secretarial audit. CO 2 - To evaluate the provisions relating to secretarial audit. CO 3 - To analyse the basics and techniques of due diligence. CO 4 - To applicability of secretarial audit under the companies act 2013. CO 5 - To apply the diligence for take overs and to prepare report. |

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| 15 | AP232EC3 | Elective Course III: c) Managerial Economics | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level knowledge and skills in various fields of commerce. PO 3 - To identify and analyse functional management issues at various levels of career advancement. | PSO 1 - To design and implement accounting, marketing, finance and HR systems and practices grounded in research that comply with mercantile laws, leading the organization towards growth and development. PSO 4 - To facilitate production of employable, ethical and innovative professionals to sustain in the dynamic business world. | CO 1 - To understand the scope and methods of managerial economics and analyse the concept in resource allocation. CO 2 - To evaluate the demand forecasting for goods CO 3 - To evaluate the demand forecasting for goods CO 4 - To applicability of market structure in different time periods CO 5 - To apply the different pricing methodologies of products |
| 16 | AP232EC4 | Elective Course IV: a) Rural and Agricultural Marketing | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level knowledge and skills in various fields of commerce . PO 4 -To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To design and implement accounting, marketing, finance and HR systems and practices grounded in research that comply with mercantile laws, leading the organization towards growth and development. PSO 2 - To exhibit entrepreneurial ability by enhancing critical thinking, problem solving, decision making and leadership skills that will facilitate startups and high potential organisations. | CO 1 - To understand the concepts of rural marketing, buyer behavior and product strategy. CO 2 - To analyse the factors affecting product innovation strategies. CO 3 - To apply the strategies relating to rural product, branding and packaging. CO 4 - To evaluate the distribution and promotional mix relating to food processing industry. CO 5 - To analyse the principles and functioning of co-operative marketing. |
| 17 | AP232EC5 | Elective Course IV: b) Logistics and Supply Chain Management | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level knowledge and skills in various fields of commerce . PO 3 - To identify and analyse functional management issues at various levels of career advancement. | PSO 1 - To design and implement accounting, marketing, finance and HR systems and practices grounded in research that comply with mercantile laws, leading the organization towards growth and development. PSO 4 - To facilitate production of employable, ethical and innovative professionals to sustain in the dynamic business world. | CO 1 - To recall the concepts and features of SCM. CO 2 - To assess global and Indian perspectives of SCM. CO 3 - To examine changing logistics environment pertaining to materials management, warehousing and distribution. CO 4 - To assess strategic warehousing for SCM including global level. CO 5 - To assess the role of internet in SCM. |
| 18 | AP232EC6 | Elective Course IV: c) Total Quality Management | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level knowledge and skills in various fields of commerce . PO 4 -To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To design and implement accounting, marketing, finance and HR systems and practices grounded in research that comply with mercantile laws, leading the organization towards growth and development. PSO 4 - To facilitate production of employable, ethical and innovative professionals to sustain in the dynamic business world. | CO 1 - To understand the concept of quality control applications. CO 2 - To assess quality control techniques in TQM. CO 3 - To examine sampling inspection and diagnosis. CO 4 - To assess different techniques of TQM. CO 5 - To evaluate the ISO model and implementation. |
| 19 | AP232SE1 | Skill Enhancement: Professional Communication and Development | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level knowledge and skills in various fields of commerce. PO 2 - To obtain opportunities in research, writing, communication and Publication skills. | PSO 1 - To design and implement accounting, marketing, finance and HR systems and practices grounded in research that comply with mercantile laws, leading the organization towards growth and development. PSO 3 - To practice different techniques of communication and research and apply them in business and progression. | CO 1 - To understand the impact of communication. CO 2 - To remember the tips to handle the fear of public speaking. CO 3 - To apply the ways to make first impression. CO 4 - To evaluate the ways to manage emotional intelligence. CO 5 - To apply the neuromarketing for success in life. |
| 20 | PA2031 | Core IX: Financial Markets and Institutions | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level knowledge and skills in various fields . PO 3 - To identify and analyse functional management issues at various levels for career advancement. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the functions of financial markets. CO 2 - To understand the functions of financial institution. CO 3 - To remember various financial corporations. CO 4 - To evaluate the performance of mutual fund. CO 5 - To understand various kinds of financial derivatives. |
| 21 | PA2032 | Core X: Quantitative Techniques | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 4 - To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the role of QT & methods of sampling. CO 2 - To analyse the probability and components of time series. CO 3 - To apply the significance tests in samples. CO 4 - To apply the tools to identify the Variance. CO 5 - To evaluate the methods of Interpolation and Extrapolation. |
| 22 | PA2033 | Core XI: Advanced Cost Accounting | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 4 - To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the nature of cost and financial accounting. CO 2 - To understand the procedure for preparing batch and job costing. CO 3 - To identify the accounting procedure for contract costing. CO 4 - To analyse the procedure for preparing process costing. CO 5 - To compute the fixed, flexible and cash budget. CO 6 - To analyse material, labour and overhead variances. |
| 23 | PA2034 | Elective III: (a) Modern Management Practices | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields. PO 3 - To identify and analyse functional management issues at various levels for career advancement. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the managerial process and strategies of environment management. CO 2 - To analyse on different strategies. CO 3 - To apply latest techniques in management. CO 4 - To create a good customer relationship. CO 5 - To develop high performance team to shape the future. |
| 24 | PA2035 | Elective III: (b) Consumer Behaviour | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields. PO 4 - To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the concept of consumer behaviour in Indian perspective. CO 2 - To remember the implications in decision making process. CO 3 - To understand the influences towards the consumer attitudes. CO 4 - To understand the buying behaviour of industries and business. CO 5 - To gain knowledge on the facets of E-commerce. |
| 25 | PA20PR | Project | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields. PO 3 - To identify and analyse functional management issues at various levels for career advancement. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To define the research problem. CO 2 - To review the concepts, theories and formulate hypothesis. CO 3 - To formulate the research design. CO 4 - To understand the methods of data collection and collect the data. CO 5 - To analyse the collected data with the statistical tools, interpret it and summarize the findings. |
| 26 | PA20S1 | Self-learning : Commerce for Lectureship Exams | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 4 -To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To familiarize with national eligibility. CO 2 - To gain an indepth knowledge towards commerce. CO 3 - To understand management principles. CO 4 - To understand the financial and management accounting principles. CO 5 - To understand the various business environment. |
| 27 | PA2041 | Core XII: Security Analysis and Portfolio Management | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields. PO 4 - To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To analyse the collected data with the statistical tools. CO 2 - To analyze the Fundamental Security Analysis. CO 3 - To analyze the technical analysis. CO 4 - To discuss the principles and policies of portfolio management. CO 5 - To evaluate the portfolio management theory interpret it and summarize the findings. |
| 28 | PA2042 | Core XIII: Indirect Taxation | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 6 - To sensitizing professional ethics and societal needs which lead them for holistic development. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 2 - To exhibit entrepreneurial ability by enhancing critical thinking, problem solving, decision making and leadership skills that will facilitate startups and high potential organisations. | CO 1 - To understand the basic concepts of indirect tax. CO 2 - To understand the features and types of goods and service tax. CO 3 - To explain the GST registration procedure. CO 4 - To discuss the SWOC Analysis of GST. CO 5 - To get an insight about the basic concepts of customs law. CO 6 - To explain the types, inclusions and exclusions under customs law. |
| 29 | PA2043 | Core XIV: Enterprise Resource Planning | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 6 - To sensitizing professional ethics and societal needs which lead them for holistic development. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 2 - To exhibit entrepreneurial ability by enhancing critical thinking, problem solving, decision making and leadership skills that will facilitate startups and high potential organisations. | CO 1 - To understand the role of ERP in business transactions through various business processes. CO 2 - To understand the risks and benefits of ERP. CO 3 - To evaluate related technologies of ERP. CO 4 - To analyze the integration of ERP modules. CO 5 - To analyze the ERP implementation life cycle. |
| 30 | PA2044 | Core XV: Strategic Marketing Management | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 6 - To sensitizing professional ethics and societal needs which lead them for holistic development. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 2 - To exhibit entrepreneurial ability by enhancing critical thinking, problem solving, decision making and leadership skills that will facilitate startups and high potential organisations. | CO 1 - To understand the role of Strategy Marketing management. CO 2 - To understand the Strategic Marketing Factors. CO 3 - To evaluate strategic relevance of Marketing Segmentation. CO 4 - To analyze the Strategies for Market Leaders and challengers. CO 5 - To analyze the Strategic Service Management. |
| 31 | PA2045 | Elective IV: (a) Human Resource Development | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level knowledge and skills in various fields . PO 5 - To function effectively as a member or leader in teams by demonstrating soft skills, coping skills and human values. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 4 - To facilitate production of employable, ethical and innovative professionals to sustain in the dynamic business world. | CO 1 - To understand the concept and significance of human resource management. CO 2 - To discuss the executive development and organizational development. CO 3 - To describe the competency based human resource management. CO 4 - To understand the work life of employees and talent management. CO 5 - To analyse the human resource information system. |
| 32 | PA2046 | Elective IV: (b) Entrepreneurial Development | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level knowledge and skills in various fields . PO 3 - To identify and analyse functional management issues at various levels for career advancement. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the concepts of entrepreneurship and the growth, role towards economic development. CO 2 - To discuss the problems faced by rural women entrepreneurs and rural entrepreneurship. CO 3 - To identify the qualities of a successful entrepreneur and the entrepreneurial competencies. CO 4 - To describe the key elements of good business plan and business opportunities. CO 5 - To identify the institutions and schemes supporting entrepreneurship CO 6 - To analyse the opportunities available to the entrepreneurs in various sectors. |
| 33 | PA20S2 | Self-learning : Business Communication | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level knowledge and skills in various fields . PO 4 -To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 2 - To develop professional, communication and research skills which lead them for holistic development. | CO 1 - To familiarize with communication towards business. CO 2 - To gain an indepth knowledge towards commerce. CO 3 - To understand management principles. CO 4 - To understand the financial and management accounting principles. CO 5 - To understand the various business environment. To study the effective communication in the day to day lives and to enhance the students to develop their communication skills. |

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| 34 | PA2011 | Core I: Business Environment | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 6 - To sensitizing professional ethics and societal needs which lead them for holistic development. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 -To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 -To analyse the process and techniques of business environment. CO 2 - To discuss various economic policies and its impact on Indian economy. CO 3 - To gain knowledge on the provisions regarding Indian constitution. CO 4 - To explain the social responsibilities of business. CO 5 - To understand the functions of international economic institutions and their role in developing Indian business. |
| 35 | PA2012 | Core II: Applied Operations Research | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 2 - To offer opportunities to develop the graduates in research, writing, communication and publication skills. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 -To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the application of operations research in business. CO 2 - To apply the techniques of decision making to select the best among the alternatives. CO 3 - To apply of transportation models to minimize the transportation cost. CO 4 - To apply the game theory and mixed strategies to overcome the competitors. CO 5 - To understand various models of inventory costs. |
| 36 | PA2013 | Core III: Corporate Accounting | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 4 - To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 -To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the accounting procedure of banking companies and various schedule used in final accounts. CO 2 - To gain knowledge on accounts of insurance companies. CO 3 - To develop the skills in preparing consolidated balance sheet. CO 4 - To identify the major technique of preparing double account system. CO 5 - To develop knowledge on hotel accounting and value added concepts. |
| 37 | PA2014 | Core IV: Research Methodology | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 2 - To offer opportunities to develop the graduates in research, writing, communication and publication skills. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 2 - To exhibit entrepreneurial ability by enhancing critical thinking, problem solving, decision making and leadership skills that will facilitate startups and high potential organisations. | CO 1 - To identify research problem and determine the research objectives. CO 2 - To understand the needs and features of good research design. CO 3 - To select the apt method of collecting data. CO 4 - To choose the required sample design for analysis. CO 5 - To prepare a systematic research report. |
| 38 | PA2015 | Elective I: (a) Business Ethics and Corporate Governance | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 6 - To sensitizing professional ethics and societal needs which lead them for holistic development. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 5 - To practice business and professional ethics to embrace moral and ethical values in business and personal life. | CO 1 - To understand the importance of ethics in business. CO 2 - To evaluate the ethical problems faced by managers. CO 3 - To identify the social responsibility of business. CO 4 - To recognise the factors influencing business ethics. CO 5 - To enhance awareness about corporate governance. |
| 39 | PA2016 | Elective I: (b) Strategic Management | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 3 - To identify and analyse functional management issues at various levels for career advancement. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 4 -To facilitate production of employable, ethical and innovative professionals to sustain in the dynamic business world. | CO 1 - To understand the concept and significance of strategies. CO 2 - To discuss the need of strategic management and role of strategists. CO 3 - To analyse the strategy scanning technique and management model. CO 4 - To evaluate the reasons for strategy failure and methods to overcome. CO 5 - To discriminate strategic control and differentiate between strategic control and operational control. |
| 40 | PA2021 | Core V: International Business | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 4 - To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 2 - To exhibit entrepreneurial ability by enhancing critical thinking, problem solving, decision making and leadership skills that will facilitate startups and high potential organisations. | CO 1 - To understand the concepts, need and types of international business. CO 2 - To explain the foreign exchange market. CO 3 - To understand the components of balance of payments and various Indian monetary systems. CO 4 - To provide knowledge on regional economic integration and export procedure. CO 5 - To understand the functions of multinational corporation and euro dollar market. |
| 41 | PA2022 | Core VI: Accounting for Management | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 4 - To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 -To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the scope, objectives, tools and techniques of management accounting. CO 2 - To application of various costs in abc analysis. CO 3 - To analyse the financial reports and financial information to improve business practices. CO 4 - To evaluate the price level changes in the inflation accounting. CO 5 - To understand the process and analysis of managerial decision making. |
| 42 | PA2023 | Core VII: Strategic Financial Management | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 3 - To identify and analyse functional management issues at various levels for career advancement. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 -To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand financial and dividend decisions. CO 2 - To develop knowledge on the concept of investment decisions. CO 3 - To evaluate the significance of cost of capital in financial decisions. CO 4 - To understand the effects of operating and financial leverage on profit and dividend decisions. CO 5 - To identify the concept and components of working capital management. |
| 43 | PA2024 | Core VIII: Financial Services | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 3 - To identify and analyse functional management issues at various levels for career advancement. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 -To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the concept, scope, causes and implications of financial services. CO 2 - To understand the origin, process, provision and problems of merchant bankers. CO 3 - To analyse hire purchase agreement and installment sale. CO 4 - To apply various provisions regarding leasing. CO 5 - To identify the features, origin and growth of venture capital. |
| 44 | PA2025 | Elective II: (a) Services Marketing | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 2 - To obtain opportunities in research, writing, communication and Publications skills. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 -To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the features, concept and marketing mix in service marketing. CO 2 - To analyse the service insurance and the impact of technology on the insurance sector. CO 3 - To understand the existing mutual fund services. CO 4 - To describe the portfolio management service. CO 5 - To develop the knowledge about emerging trends in mass communication. |
| 45 | PA2026 | Elective II: (b) International Marketing | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 3 - To identify and analyse functional management issues at various levels for career advancement. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 -To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the scope, problems and future of international marketing. CO 2 - To evaluate the types of environment. CO 3 - To apply strategies for products. CO 4 - To analyse the approaches of pricing decisions. CO 5 - To identify the types of distribution channels. |
| 46 | PA2031 | Core IX: Financial Markets and Institutions | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO -3 - To identify and analyse functional management issues at various levels for career advancement. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 -To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the functions of financial markets. CO 2 - To understand the functions of financial institutions. CO 3 - To remember various financial corporations. CO 4 - To evaluate the performance of mutual funds. CO 5 - To understand various kinds of financial derivatives. |
| 47 | PA2032 | Core X: Quantitative Techniques | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level knowledge and skills in various fields . PO 3 - To identify and analyse functional management issues at various levels for career advancement. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 -To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the role of QT & methods of sampling. CO 2 - To analyse the probability and components of time series. CO 3 - To apply the significance tests in samples. CO 4 - To apply the tools to identify the Variance. CO 5 - To evaluate the methods of Interpolation and Extrapolation. |
| 48 | PA2033 | Core XI: Advanced Cost Accounting | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level knowledge and skills in various fields . PO 3 - To identify and analyse functional management issues at various levels for career advancement. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 -To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the nature of cost and financial accounting. CO 2 - To understand the procedure for preparing batch and job costing. CO 3 - To identify the accounting procedure for contract costing. CO 4 - To analyse the procedure for preparing process costing. CO 5 - To compute the fixed, flexible and cash budget. CO 6 - To analyse material, labour and overhead variances. |
| 49 | PA2034 | Elective III: (a) Modern Management Practices | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level knowledge and skills in various fields . PO 3 - To identify and analyse functional management issues at various levels for career advancement. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 -To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the managerial process and strategies of environment management. CO 2 - To analyse on different strategies. CO 3 - To apply latest techniques in management. CO 4 - To create a good customer relationship. CO 5 - To develop high performance team to shape the future. |
| 50 | PA2035 | Elective III: (b) Consumer Behaviour | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level knowledge and skills in various fields . PO 4 - To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 -To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the concept of consumer behaviour in Indian perspective. CO 2 - To remember the implications in decision making process. CO 3 - To understand the influences towards the consumer attitudes. CO 4 - To understand the buying behaviour of industries and business. CO 5 - To gain knowledge on the facets of E-commerce. |
| 51 | PA20PR | Project | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level knowledge and skills in various fields . PO 3 - To identify and analyse functional management issues at various levels for career advancement. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 -To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To define the research problem. CO 2 - To review the concepts, theories and formulate hypothesis. CO 3 - To formulate the research design. CO 4 - To understand the methods of data collection and collect the data. CO 5 - To analyse the collected data with the statistical tools, interpret it and summarize the findings. |
| 52 | PA20S1 | Self-learning : Commerce for Lectureship Exams | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level knowledge and skills in various fields . PO 4 -To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 -To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To familiarize with communication towards business. CO 2 - To gain an indepth knowledge towards commerce. CO 3 - To understand management principles. CO 4 - To understand the financial and management accounting principles. CO 5 - To understand the various business environment. |
| 53 | PA2041 | Core XII: Security Analysis and Portfolio Management | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level knowledge and skills in various fields . PO 4 -To develop competency and skills to pursue higher level programmes in commerce and industry | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 -To develop competency and skills in students to pursue higher level programmes in commerce, management and industry | CO 1 - To understand the various business environment. CO 2 - To analyze the fundamental Security Analysis. CO 3 - To analyze the technical analysis. CO 4 - To discuss the principles and policies of portfolio management. CO 5 - To evaluate the portfolio management theory interpret it and summarize the findings. |
| 54 | PA2042 | Core XIII: Indirect Taxation | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 4 -To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 2 - To exhibit entrepreneurial ability by enhancing critical thinking, problem solving, decision making and leadership skills that will facilitate startups and high potential organisations. | CO 1 - To understand the basic concepts of indirect tax. CO 2 - To understand the features and types of goods and service tax. CO 3 - To explain the GST registration procedure. CO 4 - To discuss the SWOC Analysis of GST. CO 5 - To get an insight about the basic concepts of customs law. CO 6 - To explain the types, inclusions and exclusions under customs law. |

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|------------------|--------|--|--|-------------------------------------|-------------------------------------|---|--|---|
| 55 | PA2043 | Core XIV: Enterprise Resource Planning | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 4 - To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 2 - To exhibit entrepreneurial ability by enhancing critical thinking, problem solving, decision making and leadership skills that will facilitate startups and high potential organisations. | CO 1 - To understand the role of ERP in business transactions through various business processes. CO 2 - To understand the risks and benefits of ERP. CO 3 - To evaluate related technologies of ERP. CO 4 - To analyze the integration of ERP modules. CO 5 - To analyze the ERP implementation life cycle. |
| 56 | PA2044 | Core XV: Strategic Marketing Management | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 4 - To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 2 - To exhibit entrepreneurial ability by enhancing critical thinking, problem solving, decision making and leadership skills that will facilitate startups and high potential organisations. | CO 1 - To understand the role of Strategy Marketing management. CO 2 - To understand the Strategic Marketing Factors. CO 3 - To evaluate strategic relevance of Marketing Segmentation. CO 4 - To analyze the Strategies for Market Leaders and challengers. CO 5 - To analyze the Strategic Service Management. |
| 57 | PA2045 | Elective IV: (a) Human Resource Development | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 5 - To function effectively as a member or leader in teams by demonstrating soft skills, coping skills and human values. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 2 - To facilitate production of employable, ethical and innovative professionals to sustain in the dynamic business world. | CO 1 - To understand the concept and significance of human resource management. CO 2 - To discuss the executive development and organizational development. CO 3 - To describe the Competency based human resource management. CO 4 - To understand the work life of employees and talent management. CO 5 - To analyse the human resource information system. |
| 58 | PA2046 | Elective IV: (b) Entrepreneurial Development | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 3 - To identify and analyse functional management issues at various levels for career advancement. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the concepts of entrepreneurship and the growth, role towards economic development. CO 2 - To discuss the problems faced by rural women entrepreneurs and rural entrepreneurship. CO 3 - To identify the qualities of a successful entrepreneur and the entrepreneurial competencies. CO 4 - To describe the key elements of good business plan and business opportunities. CO 5 - To identify the institutions and schemes supporting entrepreneurship. CO 6 - To analyse the opportunities available to the entrepreneurs in various sectors. |
| 59 | PA2052 | Self-learning : Business Communication | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields of commerce . PO 4 - To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 2 - To develop professional, communication and research skills which lead them for holistic development. | CO 1 - To familiarize with communication towards business. CO 2 - To gain an indepth knowledge towards commerce. CO 3 - To understand management principles. CO 4 - To understand the financial and management accounting principles. CO 5 - To understand the various business environment. To study the effective communication in the day to day lives and to enhance the students to develop their communication skills. |
| 2021-2022 | | | | | | | | |
| 60 | PA2011 | Core I: Business Environment | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 3 - To identify and analyse functional management issues at various levels for career advancement. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To analyse the process and techniques of business environment. CO 2 - To discuss various economic policies and its impact on Indian economy. CO 3 - To gain knowledge on the provisions regarding indian constitution. CO 4 - To explain the social responsibilities of business. CO 5 - To understand the functions of international economic institutions and their role in developing indian business. |
| 61 | PA2012 | Core II: Applied Operations Research | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 2 - To offer opportunities to develop the graduates in research, writing, communication and publication skills. PO 3 - To identify and analyse functional management issues at various levels for career advancement. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the application of operations research in business. CO 2 - To apply the techniques of decision making to select the best among the alternatives. CO 3 - To application of transportation models to minimize the transportation cost. CO 4 - To apply the game theory and mixed strategies to overcome the competitors. CO 5 - To understand various models of inventory costs. |
| 62 | PA2013 | Core III: Corporate Accounting | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 3 - To identify and analyse functional management issues at various levels for career advancement. PO 4 - To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the accounting procedure of banking companies and various schedule used in final accounts. CO 2 - To gain knowledge on accounts of insurance companies. CO 3 - To develop the skills in preparing consolidated balance sheet. CO 4 - To identify the major technique of preparing double account system. CO 5 - To develop knowledge on hotel accounting and value added concepts. |
| 63 | PA2014 | Core IV: Research Methodology | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 2 - To offer opportunities to develop the graduates in research, writing, communication and publication skills. PO 3 - To identify and analyse functional management issues at various levels for career advancement. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 2 - To develop professional, communication and research skills which lead them for holistic development. | CO 1 - To identify research problem and determine the research objectives. CO 2 - To understand the needs and features of good research design. CO 3 - To select the apt method of collecting data. CO 4 - To choose the required sample design for analysis. CO 5 - To prepare a systematic research report. |
| 64 | PA2015 | Elective I: (a) Business Ethics and Corporate Governance | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 6 - To sensitize professional ethics and societal needs which lead them for holistic development. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 5 - To practice business and professional ethics which lead them for holistic development. | CO 1 - To understand the importance of ethics in business. CO 2 - To evaluate the ethical problems faced by managers. CO 3 - To identify the social responsibility of business. CO 4 - To recognise the factors influencing business ethics. CO 5 - To enhance awareness about corporate governance. |
| 65 | PA2016 | Elective I: (b) Strategic Management | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 3 - To identify and analyse functional management issues at various levels for career advancement. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 4 - To instill in them leadership and soft skills to promote sustainable development. | CO 1 - To understand the concept and significance of strategies. CO 2 - To discuss the need of strategic management and role of strategists. CO 3 - To analyse the strategy scanning technique and management model. CO 4 - To evaluate the reasons for strategy failure and methods to overcome. CO 5 - To discriminate strategic control and differentiate between strategic control and operational control. |
| 66 | PA2021 | Core V: International Business | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 4 - To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 4 - To instill in them leadership and soft skills to promote sustainable development. | CO 1 - To understand the concepts, need and types of international business. CO 2 - To explain the foreign exchange market. CO 3 - To understand the components of balance of payments and various Indian monetary systems. CO 4 - To provide knowledge on regional economic integration and export procedure. CO 5 - To understand the functions of multinational corporation and euro dollar market. |
| 67 | PA2022 | Core VI: Accounting for Management | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 4 - To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the scope, objectives, tools and techniques of management accounting. CO 2 - To application of various costs in abc analysis. CO 3 - To analyse the financial reports and financial information to improve business practices. CO 4 - To evaluate the price level changes in the inflation accounting. CO 5 - To understand the process and analysis of managerial decision making. |
| 68 | PA2023 | Core VII: Strategic Financial Management | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 3 - To identify and analyse functional management issues at various levels for career advancement. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand financial and dividend decisions. CO 2 - To develop knowledge on the concept of investment decisions. CO 3 - To evaluate the significance of cost of capital in financial decisions. CO 4 - To understand the effects of operating and financial leverage on profit and dividend decisions. CO 5 - To identify the concept and components of working capital management. |
| 69 | PA2024 | Core VIII: Financial Services | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 3 - To identify and analyse functional management issues at various levels for career advancement. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the concept, scope, causes and innovations of financial services. CO 2 - To understand the origin, process, progress, commission and problems of merchant bankers. CO 3 - To analyse hire purchase agreement and installment sale. CO 4 - To apply various provisions regarding leasing. CO 5 - To identify the features, origin and growth of venture capital. |
| 70 | PA2025 | Elective II: (a) Services Marketing | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 2 - To offer opportunities to develop the graduates in research, writing, communication and publication skills. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the features, concept and marketing mix in service marketing. CO 2 - To analyse the service of insurance and the impact of technology on the insurance sector. CO 3 - To understand the existing mutual fund services. CO 4 - To describe the portfolio management service. CO 5 - To develop the knowledge about emerging trends in mass communication. |
| 71 | PA2026 | Elective II: (b) International Marketing | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 3 - To identify and analyse functional management issues at various levels for career advancement. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the scope, problems and future of international marketing. CO 2 - To evaluate the types of environment. CO 3 - To apply strategies for products. CO 4 - To analyse the approaches of pricing decisions. CO 5 - To identify the types of distribution channels. |
| 72 | PA2031 | Core IX: Financial Markets and Institutions | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 3 - To identify and analyse functional management issues at various levels for career advancement. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the functions of financial markets. CO 2 - To understand the functions of financial institutions. CO 3 - To remember various financial corporations. CO 4 - To evaluate the performance of mutual funds. CO 5 - To understand various kinds of financial derivatives. |
| 73 | PA2032 | Core X: Quantitative Techniques | | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 3 - To identify and analyse functional management issues at various levels for career advancement. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the role of QT & methods of sampling. CO 2 - To analyse the probability and components of time series. CO 3 - To apply the significance tests in samples. CO 4 - To apply the tools to identify the Variance. CO 5 - To evaluate the methods of Interpolation and Extrapolation. |

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|------------------|--------|--|-------------------------------------|-------------------------------------|-------------------------------------|---|---|---|--|
| 74 | PA2033 | Core XI: Advanced Cost Accounting | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields. PO 3 - To identify and analyse functional management issues at various levels for career advancement. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the nature of cost and financial accounting. CO 2 - To understand the procedure for preparing batch and job costing. CO 3 - To identify the accounting procedure for contract costing. CO 4 - To analyse the procedure for preparing process costing. CO 5 - To compute the fixed, flexible and cash budget. CO 6 - To analyse material, labour and overhead variances. | |
| 75 | PA2034 | Elective III: (a) Modern Management Practices | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields. PO 3 - To identify and analyse functional management issues at various levels for career advancement. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the managerial process and strategies of environment management. CO 2 - To analyse on different strategies. CO 3 - To apply latest techniques in management. CO 4 - To create a good customer relationship. CO 5 - To develop high performance team to shape the future. | |
| 76 | PA2035 | Elective III: (b) Consumer Behaviour | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields. PO 4 - To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the concept of consumer behaviour in Indian perspective. CO 2 - To remember the implications in decision making process. CO 3 - To understand the influences towards the consumer attitudes. CO 4 - To understand the buying behaviour of industries and business. CO 5 - To gain knowledge on the facets of E-commerce. | |
| 77 | PA20PR | Project | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields. PO 3 - To identify and analyse functional management issues at various levels for career advancement. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To define the research problem. CO 2 - To review the concepts, theories and formulate hypothesis. CO 3 - To formulate the research design. CO 4 - To understand the methods of data collection and collect the data. CO 5 - To analyse the collected data with the statistical tools, interpret it and summarize the findings. | |
| 78 | PA20S1 | Self-learning : Commerce for Lecturership Exams | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields. PO 4 - To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To familiarize with national eligibility. CO 2 - To gain an indepth knowledge towards commerce. CO 3 - To understand management principles. CO 4 - To understand the financial and management accounting principles. CO 5 - To understand the various business environment. | |
| 79 | PA2041 | Core XII: Security Analysis and Portfolio Management | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields. PO 4 - To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To analyse the collected data with the statistical tools. CO 2 - To analyze the Fundamental Security Analysis. CO 3 - To analyze the technical analysis. CO 4 - To discuss the principles and policies of portfolio management. CO 5 - To evaluate the portfolio management theory, interpret it and summarize the findings. | |
| 80 | PA2042 | Core XIII: Indirect Taxation | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields. PO 4 - To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 2 - To develop professional, communication and research skills which lead them for holistic development. | CO 1 - To understand the basic concepts of indirect tax. CO 2 - To understand the features and types of goods and service tax. CO 3 - To explain the GST registration procedure. CO 4 - To discuss the SWOC Analysis of GST. CO 5 - To get an insight about the basic concepts of customs law. CO 6 - To explain the types, inclusions and exclusions under customs law | |
| 81 | PA2043 | Core XIV: Enterprise Resource Planning | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields. PO 5 - To function effectively as a member or leader in teams by demonstrating soft skills, coping skills and human values. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the role of ERP in business transactions through various business processes. CO 2 - To understand the risks and benefits of ERP. CO 3 - To evaluate related technologies of ERP. CO 4 - To analyze the integration of ERP modules. CO 5 - To analyze the ERP implementation life cycle. | |
| 82 | PA2044 | Core XV: Strategic Marketing Management | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields. PO 5 - To function effectively as a member or leader in teams by demonstrating soft skills, coping skills and human values. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the role of Strategy Marketing management. CO 2 - To understand the Strategic Marketing Factor. CO 3 - To evaluate strategic relevance of Marketing Segmentation. CO 4 - To analyze the Strategies for Market Leaders and challengers. CO 5 - To analyze the Strategic Service Management. | |
| 83 | PA2045 | Elective IV: (a) Human Resource Development | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields. PO 5 - To function effectively as a member or leader in teams by demonstrating soft skills, coping skills and human values. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 4 - To instill in them leadership and soft skills to promote sustainable development. | CO 1 - To understand the concept and significance of human resource management. CO 2 - To discuss the executive development and organizational development. CO 3 - To describe the Competency based human resource management. CO 4 - To understand the work life of employees and talent management. CO 5 - To analyse the human resource information system. | |
| 84 | PA2046 | Elective IV: (b) Entrepreneurial Development | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields. PO 3 - To identify and analyse functional management issues at various levels for career advancement. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the concepts of entrepreneurship and the growth, role towards economic development. CO 2 - To discuss the problems faced by rural women entrepreneurs and rural entrepreneurship. CO 3 - To identify the qualities of a successful entrepreneur and the entrepreneurial competencies. CO 4 - To describe the key elements of good business plan and business opportunities. CO 5 - To identify the institutions and schemes supporting entrepreneurship. CO 6 - To analyse the opportunities available to the entrepreneurs in various sectors. | |
| 85 | PA20S2 | Self-learning : Business Communication | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields. PO 4 - To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 2 - To develop professional, communication and research skills which lead them for holistic development. | CO 1 - To familiarize with communication towards business. CO 2 - To gain an indepth knowledge towards commerce. CO 3 - To understand management principles. CO 4 - To understand the financial and management accounting principles. CO 5 - To enhance the students to develop their communication skills. | |
| 2020-2021 | | | | | | | | | |
| 86 | PA2011 | Core I: Business Environment | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields. PO 4 - To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To analyse the process and techniques of business environment. CO 2 - To discuss various economic policies and its impact on Indian economy. CO 3 - To gain knowledge on the provisions regarding indian constitution. CO 4 - To explain the social responsibilities of business. CO 5 - To understand the functions of internationaleconomic institutions and their role in developing indian business. | |
| 87 | PA2012 | Core II: Applied Operations Research | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | PO 2 - To offer opportunities to develop the graduates in research, writing, communication and publication skills. PO 4 - To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the application of operations research in business. CO 2 - To apply the techniques of decision making to select the best among the alternatives. CO 3 - To application of transportation models to minimize the transportation cost. CO 4 - To apply the game theory and mixed strategies to overcome the competitors. CO 5 - To understand various models of inventory costs. | |
| 88 | PA2013 | Core III: Corporate Accounting | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields. PO 4 - To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the accounting procedure of banking companies and various schedule used in final accounts. CO 2 - To gain knowledge on accounts of insurance companies. CO 3 - To develop the skills in preparing consolidated balance sheet. CO 4 - To identify the major technique of preparing double account system. CO 5 - To develop knowledge on hotel accounting and value added concepts. | |
| 89 | PA2014 | Core IV: Research Methodology | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields. PO 2 - To offer opportunities to develop the graduates in research, writing, communication and publication skills. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 2 - To develop professional, communication and research skills which lead them for holistic development. | CO 1 - To identify research problem and determine the research objectives. CO 2 - To understand the needs and features of good research design. CO 3 - To select the apt method of collecting data. CO 4 - To choose the required sample design for analysis. CO 5 - To prepare a systematic research report. | |
| 90 | PA2015 | Elective I: (a) Business Ethics and Corporate Governance | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields. PO 6 - To Sensitize professional ethics and societal needs which lead them for holistic development. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 5 - To practice business and professional ethics which lead them for holistic development. | CO 1 - To understand the importance of ethics in business. CO 2 - To evaluate the ethical problems faced by managers. CO 3 - To identify the social responsibility of business. CO 4 - To recognise the factors influencing business ethic. CO 5 - To enhance awareness about corporate governance. | |
| 91 | PA2016 | Elective I: (b) Strategic Management | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields. PO 3 - To identify and analyse functional management issues at various levels for career advancement. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 4 - To instill in them leadership and soft skills to promote sustainable development. | CO 1 - To understand the concept and significance of strategies. CO 2 - To discuss the need of strategic management and role of strategists. CO 3 - To analyse the strategy scanning technique and management model. CO 4 - To evaluate the reasons for strategy failure and methods to overcome. CO 5 - To discriminate strategic control and differentiate between strategic control and operational control. | |
| 92 | PA2021 | Core V: International Business | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields. PO 4 - To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To generate and initiate innovative business and marketing ideas. PO 3 - To identify and analyse functional management issues at various levels for career advancement. | CO 1 - To understand the concepts, need and types of international business. CO 2 - To explain the foreign exchange market. CO 3 - To understand the components of balance of payments and various Indian monetary systems. CO 4 - To provide knowledge on regional economic integration and export procedure. CO 5 - To understand the functions of multinational corporation and euro dollar market. | |

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|-----|--------|---|-------------------------------------|-------------------------------------|--------------------------|---|---|---|
| 93 | PA2022 | Core VI: Accounting for Management | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields. PO 4 - To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the scope, objectives, tools and techniques of management accounting CO 2 - To application of various costs in abc analysis CO 3 - To analyse the financial reports and financial information to improve business practices CO 4 - To evaluate the price level changes in the inflation accounting CO 5 - To understand the process and analysis of managerial decision making |
| 94 | PA2023 | Core VII: Strategic Financial Management | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 3 - To identify and analyse functional management issues at various levels for career advancement. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand financial and dividend decisions. CO 2 - To develop knowledge on the concept of investment decisions. CO 3 - To evaluate the significance of cost of capital in financial decisions. CO 4 - To understand the effects of operating and financial leverage on profit and dividend decisions. CO 5 - To identify the concept and components of working capital management. |
| 95 | PA2024 | Core VIII: Financial Services | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 3 - To identify and analyse functional management issues at various levels for career advancement. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the concept, scope, causes and innovations of financial services. CO 2 - To understand the origin, process, progress, commission and problems of merchant bankers. CO 3 - To analyse hire purchase agreement and installment sale. CO 4 - To apply various provisions regarding leasing. CO 5 - To identify the features, origin and growth of venture capital. |
| 96 | PA2025 | Elective II: (a) Services Marketing | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 2 - To offer opportunities to develop the graduates in research, writing, communication and publication skills. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the features, concept and marketing mix in service marketing. CO 2 - To analyse the service of insurance and the impact of technology on the insurance sector. CO 3 - To understand the existing mutual fund services. CO 4 - To describe the portfolio management service. CO 5 - To develop the knowledge about emerging trends in mass communication. |
| 97 | PA2026 | Elective II: (b) International Marketing | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | PO 1 - To apply high level of knowledge and skills in various fields . PO 3 - To identify and analyse functional management issues at various levels for career advancement. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To understand the scope, problems and future of international marketing. CO 2 - To evaluate the types of environment. CO 3 - To apply strategies for product. CO 4 - To analyse the approaches of pricing decisions. CO 5 - To identify the types of distribution channels. |
| 98 | PA1731 | Core IX: Income Tax Law and Practice | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | PO 1 - To understand the basic concepts of business and its role in society. PO 4 - To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 2 - To prepare financial statements of business organisations using accounting principles & to discuss the various provisions relating to business law, indirect taxes and income tax. | CO 1 - To understand the of principles and provisions income tax of income tax act 1961. CO 2 - To describe the terminologies of income tax. CO 3 - To compute the income of an individual under five heads. CO 4 - To identify the residential status of an individual. CO 5 - To identify the deductions and exemption applicable for different heads of income. |
| 99 | PA1732 | Core X: Marketing Management | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | PO 1 - To understand the basic concepts of business and its role in society. PO 4 - To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 2 - To prepare financial statements of business organisations using accounting principles & to discuss the various provisions relating to business law, indirect taxes and income tax. | CO 1 - To understand the conceptual framework of marketing and its applications in decision making under various environmental constraints. CO 2 - To learn the importance of buyer behavior and consumer decision making process. CO 3 - To gain knowledge on ethics in marketing. CO 4 - To identify pricing strategies and pricing procedure. CO 5 - To grasp the unethical practices in marketing. CO 6 - To identify the components of web marketing and its applications in decision making under various environmental constraints. |
| 100 | PA1733 | Core XI: Tourism Management | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | PO 3 - To identify and analyse functional management issues at various levels for career advancement. PO 4 - To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 4 - To acquire knowledge on international business and principles of tourism management. | CO 1 - To understand the basic components of tourism. CO 2 - To provide knowledge on early developments of tourism. CO 3 - To explain the evolution of tourism. CO 4 - To discuss the tourism planning process. CO 5 - To explain the role of modern technology in tourism at various situations . CO 6 - To get an insight in to the local area tourism. |
| 101 | PA1734 | Elective III: (a) Financial Services | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | PO 1 - To understand the basic concepts of business and its role in society. PO 4 - To identify reason for profit or loss and give solutions for economic viability of a business. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 2 - To discuss the various provisions relating to business law, indirect taxes and income tax. | CO 1 - To understand the concept, scope, causes and services. CO 2 - To understand the origin, process, progress, innovations of financial services commission and problems of merchant bankers. CO 3 - To analyse hire purchase agreement . CO 4 - To apply various provisions regarding leasing. CO 5 - To identify the features, origin and growth of installment sale and venture capital. |
| 102 | PA1735 | Elective III: (b) Project Management | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | PO 4 - To identify reason for profit or loss and give solutions for economic viability of a business. PO 7 - To serve as a human resource needed for industry, consultancy, education, service, research, public administration, insurance and management. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 2 - To discuss the various provisions relating to business law, indirect taxes and income tax. | CO 1 - To understand the project life cycle and management. CO 2 - To analyse the procedure for project identification and formulation. CO 3 - To describe the steps involved in objective. CO 4 - To discuss the role of financial institutions in project financing . CO 5 - To explain various methods of appraisal for project management. CO 6 - To express the variability and probability of completion of project. |
| 103 | PA17PR | Project | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | PO 3 - To identify and analyse functional management issues at various levels for career advancement. PO 7 - To serve as a human resource needed for industry, consultancy, education, service, research, public administration, insurance and management. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To define the research problem. CO 2 - To review the concepts, theories and formulate hypothesis. CO 3 - To formulate the research design. CO 4 - To understand the methods of data collection and collect the data. CO 5 - To analyse the collected data with the statistical tools, interpret it and summarize the findings. |
| 104 | PA1751 | Self-learning : Commerce for Lectureship Exams | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | PO 1 - To understand the basic concepts of business and its role in society. PO 4 - To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To enable the students to familiarize with national eligibility. CO 2 - To enable the students to gain an in-depth knowledge towards commerce. CO 3 - To understand management principles. CO 4 - To understand the financial and management accounting principles. CO 5 - To understand the various business environment. |
| 105 | PA1741 | Core XII: Indirect Taxes | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | PO 1 - To understand the basic concepts of business and its role in society. PO 3 - To identify and analyse functional management issues at various levels for career advancement. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 4 - To acquire knowledge on international business and principles of management. | CO 1 - To understand the basic concepts of indirect tax. CO 2 - To understand the features and types of goods and service tax. CO 3 - To explain the GST registration procedure, CO4 - To discuss the SWOC Analysis of GST. CO 5 - To get an insight about the basic concepts of customs law. CO 6 - To explain the types, inclusions and exclusions under customs law. |
| 106 | PA1742 | Core XIII: Advanced Cost Accounting | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | PO 1 - To understand the basic concepts of business and its role in society. PO 7 - To serve as a human resource needed for industry, consultancy, education, service, research, public administration, insurance and management. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 5 - To analyse the concepts of marketing, costing, tourism, business ethics, consumerism and MSMEMs (Micro Small and Medium Enterprises.) | CO 1 - To understand the nature of cost and financial accounting CO 2 - To understand the procedure for preparing batch and job costing. CO 3 - To identify the accounting procedure for contract costing. CO 4 - To analyse the procedure for preparing process costing. CO 5 - To compute the fixed, flexible and cash budget. CO 6 - To analyse material, labour and overhead variances. |
| 107 | PA1743 | Core XIV: International Business | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | PO 1 - To understand the basic concepts of business and its role in society. PO 3 - To identify and analyse functional management issues at various levels for career advancement. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 4 - To acquire knowledge on international business and principles of management. | CO 1 - To understand the functions of foreign exchange market. CO 2 - To explain various Indian monetary systems. CO 3 - To provide knowledge on regional economic integration. CO 4 - To understand export procedure. CO 5 - To gain knowledge on international financial institutions. CO 6 - To understand the functions of multinational corporation. |
| 108 | PA1744 | Core XV: Business Ethics | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | PO 1 - To understand the basic concepts of business and its role in society. PO 4 - To identify reason for profit or loss and give solutions for economic viability of a business. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 2 - To discuss the various provisions relating to business law, indirect taxes and income tax. | CO 1 - To understand the importance of ethics in business. CO 2 - To evaluate the ethical problems faced by managers. CO 3 - To identify the ethical issues in global business. CO 4 - To recognise the factors influencing business ethics. CO 5 - To discuss the role of ethics in e-business. |
| 109 | PA1745 | Elective IV: (a) Financial Institutions and Markets | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | PO 1 - To understand the basic concepts of business and its role in society. PO 7 - To serve as a human resource needed for industry, consultancy, education, service, research, public administration, insurance and management. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 5 - To analyse the concepts of marketing, costing, tourism, business ethics, consumerism and MSMEMs (Micro Small and Medium Enterprises.) | CO 1 - To understand the functions of financial markets. CO 2 - To understand the functions of financial institutions. CO 3 - To remember various financial corporations. CO 4 - To evaluate the performance of mutual funds. CO 5 - To understand various kinds of financial derivatives. |
| 110 | PA1746 | Elective IV: (b) Banking and Financial Institutions | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | PO 1 - To understand the basic concepts of business and its role in society. PO 6 - To sensitize professional ethics and societal needs which lead them for holistic development. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 5 - To analyse the concepts of marketing, costing, tourism, business ethics, consumerism and MSMEMs (Micro Small and Medium Enterprises.) | CO 1 - To understand the banking system in India. CO 2 - To identify the banking sector reforms. CO 3 - To describe the functions of RRB and NABARD. CO 4 - To discuss the role of commercial and development banks. CO 5 - To gain knowledge on facets of e-banking. |
| 111 | PA1752 | Self-learning : Business Communication | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | PO 1 - To understand the basic concepts of business and its role in society. PO 4 - To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 2 - To develop professional, communication and research skills which lead them for holistic development. | CO 1 - To familiarize with communication towards business. CO 2 - To gain an in-depth knowledge towards commerce. CO 3 - To understand management principles. CO 4 - To understand the financial and management accounting principles. CO 5 - To understand the various business environment. |

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|-----|--------|--|--|--|--|---|---|---|
| 112 | PA1711 | Core I: Organisational Behaviour | | | | <input checked="" type="checkbox"/> PSO 1 - To generate and initiate innovative business and marketing ideas. PO 3 - To gain knowledge on legal and ethical issues in a business organization. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To undertake socially relevant projects. | CO 1 - To understand the concept and significance of organisational behaviour. CO 2 - To discuss the factors influencing individual organizational behavior, dilemmas CO 3 - To understand various theories of motivation . CO 4 - To apply leadership theories to develop leadership qualities. CO 5 - To describe the methods of enhancing creativity and innovation. |
| 113 | PA1712 | Core II: Business Environment | | | | <input checked="" type="checkbox"/> PSO 1 - To generate and initiate innovative business and marketing ideas. PO 4 - To identify reason for profit or loss and give solutions for economic viability of a business. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To Undertake socially relevant projects. | CO 1 - To understand the concept, significance, and elements of business environment. CO 2 - To discuss various economic policies and its impact on Indian economy. CO 3 - To discuss Indian constitutional provisions on business. CO 4 - To explain the social responsibilities of business . CO 5 - To understand the functions of international economic institutions and their role in developing Indian business . |
| 114 | PA1713 | Core III: Operations Research | | | | <input checked="" type="checkbox"/> PO 1 - To understand the basic concepts of business and its role in society. PO 4 - To identify reason for profit or loss and give solutions for economic viability of a business. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To undertake socially relevant projects. | CO 1 - To understand the application of operations research in business . CO 2 - To apply the techniques of decision making to select the best among the alternatives. CO 3 - To employ the MODI method to minimize the transportation cost. CO 4 - To formulate decision tree to bring out the solution for the business problem. CO 5 - To understand a problem and find the solution by using simulation techniques. |
| 115 | PA1714 | Core IV: Corporate Accounting | | | | <input checked="" type="checkbox"/> PO 1 - To understand the basic concepts of business and its role in society. PO 3 - To gain knowledge on legal and ethical issues in a business organization. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To undertake socially relevant projects. | CO 1 - To gain knowledge on shares and debentures. CO 2 - To discuss the accounting procedure for accounting procedures amalgamation, absorption and reconstruction . CO 3 - To develop problem solving skills. CO 4 - To identify the major technique of preparing liquidators financial statement. CO 5 - To identify the international accounting standards. |
| 116 | PA1715 | Elective I: (a) Research Methodology | | | | <input checked="" type="checkbox"/> PO 1 - To understand the basic concepts of business and its role in society. PO 3 - To gain knowledge on legal and ethical issues in a business organization. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 4 - To acquire knowledge on international business and principles of management. | CO 1 - To identify research problems and determine the research objectives. CO 2 - To understand the needs and features of good research design. CO 3 - To select the apt method of collecting data. CO 4 - To choose the required sample design for analysis. CO 5 - To apply the statistical tools for the interpretation of the data collected. CO 6 - To prepare a systematic research report. |
| 117 | PA1716 | Elective I:(b) Strategic Management | | | | <input checked="" type="checkbox"/> PO 1 - To understand the basic concepts of business and its role in society. PO 3 - To gain knowledge on legal and ethical issues in a business organization. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 4 - To acquire knowledge on international business and principles of management. | CO 1 - To understand the concept and significance of strategic management. CO 2 - To discuss the need of strategic management and role of strategists . CO 3 - To analyse the strategy scaming technique and management model. CO 4 - To evaluate the reasons for strategy failure and methods to overcome . CO 5 - To discriminate strategic control and differentiate between strategic control and operational control. |
| 118 | PA1721 | Core V: Accounting for Managerial Decisions | | | | <input checked="" type="checkbox"/> PO 1 - To understand the basic concepts of business and its role in society. PO 2 - To understand financial and marketing both local and international issues and responsibilities of a business organisation. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To undertake socially relevant projects. | CO 1 - To learn the scope, objectives, tools and techniques of management accounting. CO 2 - To analyse the elements of management counting and financial accounting. CO 3 - To analyse the financial reports and financial information to improve business practices. CO 4 - To utilize the corporate resources in an effective. CO 5 - To evaluate the profitability of the organization way using fund flow and cash flow statement. |
| 119 | PA1722 | Core VI: Executive Skill Development | | | | <input checked="" type="checkbox"/> PO 1 - To understand the basic concepts of business and its role in society. PO 3 - To gain knowledge on legal and ethical issues in a business organization. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 2 - To discuss the various provisions relating to business law, indirect taxes and income tax. | CO 1 - To evaluate the profitability of the organization using fund flow and cash flow statement. CO 2 - To construct positive attitude and to overcome negative attitude. CO 3 - To use body language in building interpersonal relations. CO 4 - To develop moral, personal and social values. CO 5 - To examine and learn the techniques of time management . CO 6 - To assess the existence of stress and identify the methods of overcoming stress . CO 7 - To prepare a successful career planning right from setting career goals. |
| 120 | PA1723 | Core VII: Entrepreneurial Development | | | | <input checked="" type="checkbox"/> PO 1 - To understand the basic concepts of business and its role in society. PO 3 - To gain knowledge on legal and ethical issues in a business organization. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To undertake socially relevant projects. | CO 1 - To understand the various dimensions of entrepreneurship and its role towards economic development. CO 2 - To discuss the problems faced by rural women entrepreneurs. CO 3 - To identify the qualities of a successful entrepreneur . CO 4 - To describe the key elements of good business plan . CO 5 - To list the institutions and schemes supporting entrepreneur. CO 6 - To analyse the opportunities available to the entrepreneur in various sectors . |
| 121 | PA1724 | Core VIII: Advanced Financial Management | | | | <input checked="" type="checkbox"/> PO 1 - To understand the basic concepts of business and its role in society. PO 3 - To gain knowledge on legal and ethical issues in a business organization. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To undertake socially relevant projects. | CO 1 - To analyse the opportunities available to the entrepreneur in various sectors. CO 2 - To calculate the net present value, internal rate of return and payback period. CO 3 - To evaluate the significance of cost of capital in financial decisions. CO 4 - To identify the dimensions of working capital management. CO 5 - To discuss the effects of operating and financial leverage on profit. |
| 122 | PA1725 | Elective II: (a) Services Marketing | | | | <input checked="" type="checkbox"/> PO 1 - To understand the basic concepts of business and its role in society. PO 3 - To gain knowledge on legal and ethical issues in a business organization. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To undertake socially relevant projects. | CO 1 - To understand the features, concept and marketing mix in service marketing. CO 2 - To identify the banking services and the significance of MIS. CO 3 - To analyse the service of insurance and the impact of technology on the insurance sector. CO 4 - To understand the existing mutual fund services. CO 5 - To describe the portfolio management service. |
| 123 | PA1726 | Elective II: (b) International Marketing | | | | <input checked="" type="checkbox"/> PO 1 - To understand the basic concepts of business and its role in society. PO 3 - To gain knowledge on legal and ethical issues in a business organization. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To undertake socially relevant projects. | CO 1 - To understand the scope, problems and future of international marketing. CO 2 - To evaluate the types of environment. CO 3 - To apply strategies for products . CO 4 - To analyse the approaches of pricing decisions. CO 5 - To identify the types of distribution channels. |
| 124 | PA1731 | Core IX: Income Tax Law and Practice | | | | <input checked="" type="checkbox"/> PO 1 - To understand the basic concepts of business and its role in society. PO 3 - To gain knowledge on legal and ethical issues in a business organization. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To undertake socially relevant projects. | CO 1 - To understand the of principles and provisions. CO 2 - To describe the terminologies of income tax. CO 3 - To compute the income of an individual under five heads. CO 4 - To identify the residential status of an of income tax act 1961 individual. CO 5 - To analyse the deductions and exemptions applicable for different heads of income. |
| 125 | PA1732 | Core X: Marketing Management | | | | <input checked="" type="checkbox"/> PO 1 - To understand the basic concepts of business and its role in society. PO 3 - To gain knowledge on legal and ethical issues in a business organization. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To undertake socially relevant projects. | CO 1 - To understand the fundamental marketing principles. CO 2 - To develop the ability to analyze market trends CO 3 - To gain knowledge on ethics in marketing. CO 4 - To identify pricing strategies and pricing procedure. CO 5 - To apply marketing strategies in different business contexts |
| 126 | PA1733 | Core XI: Tourism Management | | | | <input checked="" type="checkbox"/> PO 3 - To identify and analyse functional management issues at various levels for career advancement. PO 4 - To develop competency and skills to pursue higher level programmes in commerce and industry | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 4 - To acquire knowledge on international business and principles of management. | CO 1 - To understand the basic components of tourism. CO 2 - To provide knowledge on early developments of tourism. CO 3 - To explain the evolution of tourism. CO 4 - To discuss the tourism planning process . CO 5 - To explain the role of modern technology in tourism at various situations . CO 6 - To get an insight in to the local area tourism. |
| 127 | PA1734 | Elective III: (a) Financial Services | | | | <input checked="" type="checkbox"/> PO 1 - To understand the basic concepts of business and its role in society. PO 4 - To identify reason for profit or loss and give solutions for economic viability of a business. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To undertake socially relevant projects. | CO 1 - To understand the concept, scope, causes and innovations of financial services. CO 2 - To understand the origin, process, progress, commission and problems of merchant bankers. CO 3 - To analyse hire purchase agreement and installment sale. CO 4 - To apply various provisions regarding leasing. CO 5 - To identify the features, origin and growth of venture capital. |
| 128 | PA1735 | Elective III: (b) Project Management | | | | <input checked="" type="checkbox"/> PO 4 - To identify reason for profit or loss and give solutions for economic viability of a business. PO 7 - To serve as a human resource needed for industry, consultancy, education, service, research, public administration, insurance and management. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To undertake socially relevant projects. | CO 1 - To understand the project life cycle and attributes of successful project management. CO 2 - To analyse the procedure for project identification and formulation . CO 3 - To describe the steps involved in objective specification. CO 4 - To discuss the role of financial institutions in project financing. CO 5 - To explain various methods of appraisal for project management. CO 6 - To express the variability and probability of completion of project. |
| 129 | PA17PR | Project | | | | <input checked="" type="checkbox"/> PO 3 - To identify and analyse functional management issues at various levels for career advancement. PO 7 - To serve as a human resource needed for industry, consultancy, education, service, research, public administration, insurance and management. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To undertake socially relevant projects. | CO 1 - To define the research problem. CO 2 - To review the concepts, theories and formulate hypothesis. CO 3 - To formulate the research design. CO 4 - To understand the methods of data collection and collect the data. CO 5 - To analyse the collected data with the statistical tools, interpret it and summarize the findings. |
| 130 | PA1751 | Self-learning : Commerce for Lectureship Exams | | | | <input checked="" type="checkbox"/> PO 1 - To understand the basic concepts of business and its role in society. PO 4 - To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 3 - To develop competency and skills in students to pursue higher level programmes in commerce, management and industry. | CO 1 - To enable the students to familiarize with national eligibility. CO 2 - To enable the students to gain an in-depth knowledge towards commerce. CO 3 - To understand management principles. CO 4 - To understand the financial and management accounting principles. CO 5 - To understand the various business environment. |
| 131 | PA1741 | Core XII: Indirect Taxes | | | | <input checked="" type="checkbox"/> PO 1 - To understand the basic concepts of business and its role in society. PO 3 - To gain knowledge on legal and ethical issues in a business organization. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 4 - To acquire knowledge on international business and principles of management. | CO 1 - To understand the basic concepts of indirect tax. CO 2 - To understand the features and types of goods and service tax. CO 3 - To explain the GST registration procedure. CO 4 - To discuss the SWOC Analysis of GST. CO 5 - To get an insight about the basic concepts of customs law. CO 6 - To explain the types, inclusions and exclusions under customs law. |

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| 132 | PA1742 | Core XIII: Advanced Cost Accounting | <input checked="" type="checkbox"/> | | | PO 1 - To understand the basic concepts of business and its role in society. PO 7 - To serve as a human resource needed for industry, consultancy, education, service, research, public administration, insurance and management. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 5 - To analyse the concepts of marketing, costing, tourism, business ethics, consumerism and MSMEs (Micro Small and Medium Enterprises.). | CO 1 - To understand the nature of cost and financial accounting. CO 2 - To understand the procedure for preparing batch and job costing. CO 3 - To identify the accounting procedure for contract costing. CO 4 - To analyse the procedure for preparing process costing. CO 5 - To compute the fixed, flexible and cash budget. CO 6 - To analyse material, labour and overhead variances. |
| 133 | PA1743 | Core XIV: International Business | | | <input checked="" type="checkbox"/> | PO 1 - To understand the basic concepts of business and its role in society. PO 3 - To identify and analyse functional management issues at various levels for career advancement. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 4 - To acquire knowledge on international business and principles of management. | CO 1 - To understand the functions of foreign exchange market. CO 2 - To explain various Indian monetary systems. CO 3 - To provide knowledge on regional economic integration. CO 4 - To understand export procedure. CO 5 - To gain knowledge on international financial institutions. CO 6 - To understand the functions of multinational corporation. |
| 134 | PA1744 | Core XV: Business Ethics | <input checked="" type="checkbox"/> | | <input checked="" type="checkbox"/> | PO 1 - To understand the basic concepts of business and its role in society. PO 4 - To identify reason for profit or loss and give solutions for economic viability of a business. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 2 - To discuss the various provisions relating to business law, indirect taxes and income tax. | CO 1 - To understand the importance of ethics in business. CO 2 - To evaluate the ethical problems faced by managers. CO 3 - To identify the ethical issues in global business. CO 4 - To recognise the factors influencing business ethics. CO 5 - To discuss the role of ethics in e-business. |
| 135 | PA1745 | Elective IV: (a) Financial Institutions and Markets | <input checked="" type="checkbox"/> | | <input checked="" type="checkbox"/> | PO 1 - To understand the basic concepts of business and its role in society. PO 7 - To serve as a human resource needed for industry, consultancy, education, service, research, public administration, insurance and management. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 5 - To analyse the concepts of marketing, costing, tourism, business ethics, consumerism and MSMEs (Micro Small and Medium Enterprises.). | CO 1 - To understand the functions of financial markets. CO 2 - To understand the functions of financial institutions. CO 3 - To remember various financial corporations. CO 4 - To evaluate the performance of mutual funds. CO 5 - To understand various kinds of financial derivatives. |
| 136 | PA1746 | Elective IV: (b) Banking and Financial Institutions | <input checked="" type="checkbox"/> | | <input checked="" type="checkbox"/> | PO 1 - To understand the basic concepts of business and its role in society. PO 6 - To sensitize professional ethics and societal needs which lead them for holistic development. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 5 - To analyse the concepts of marketing, costing, tourism, business ethics, consumerism and MSMEs (Micro Small and Medium Enterprises.). | CO 1 - To understand the banking system in India. CO 2 - To identify the banking sector reforms. CO 3 - To describe the functions of RRB and NABARD. CO 4 - To discuss the role of commercial and development banks. CO 5 - To gain knowledge on facets of e-banking. |
| 137 | PA1752 | Self learning course Business communication | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | PO 1 - To understand the basic concepts of business and its role in society. PO 4 - To develop competency and skills to pursue higher level programmes in commerce and industry. | PSO 1 - To generate and initiate innovative business and marketing ideas. PSO 2 - To develop professional, communication and research skills which lead them for holistic development. | CO 1 - To familiarize with communication towards business. CO 2 - To gain an in-depth knowledge towards commerce. CO 3 - To understand management principles. CO 4 - To understand the financial and management accounting principles. CO 5 - To understand the various business environment. |