



PRIST
DEEMED TO BE
UNIVERSITY
NMAC ACCREDITED
THANJAVUR - 613 403 - TAMILNADU

B.Com (2017 Regulations)										
Sem	Course Code	Title of the Course	COs	POS						
				PO1	PO2	PO3	PO4	PO5	PO6	
I	17110AEC11	Tamil-I	CO:1 Learn the changes occurred in literature since classical period.	*	*					
			CO:2 Make use of vocabulary systematically.	*						
			CO:3 Understand how to do one's life realizing the modernity and its environment/atmosphere.	*	*	*				
	17111AEC11	Advanced English-I	CO:1 Develop vocabulary	*	*					
			CO:2 Learn to edit and do proof reading	*	*					
			CO:3 Read and comprehend literature	*	*	*				
	17111AEC12	English-I	CO:1 Read and comprehend literature	*	*	*				
			CO:2 Appreciate poetry and prose	*	*					
			CO:3 Familiarize students with fiction.	*	*	*				
				CO:1 Understand the fundamental of financial accounting				*	*	*
				CO:2 Develop the modern market economy				*	*	*
				CO:3 Prepare the different kind of financial statement				*	*	*
17161SEC13	Basic Accounting	CO:4 Acquire conceptual knowledge of basics of accounting				*	*	*	*	
		CO:5 Identify and analyze the reasons for the difference between cash book and pass book balances				*	*	*		
		CO:6 Develop the skill of recording financial transactions and preparation of reports in accordance with GAAP				*	*	*		

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Department of Commerce
Ponniyeh Ramajayam Institute of
Science & Technology (PRIST),
Deemed as DEEMED TO BE UNIVERSITY

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DEAN
School of Commerce and Management
Ponniyeh Ramajayam Institute of
Science & Technology (PRIST)
THANJAVUR - 613 403.

17161SEC14	Business Environment	CO:1 Discuss the supply and demand theory and its impact on insurance CO:2 Outline how entities operate in the Business environment CO:3 Explain the legal framework that regulate the insurance industry CO:4 Understand relationship between environment and business; Applying the environmental analysis techniques in practice CO:5 Understand Economic, Socio-Cultural and Technological Environment CO:6 Know state policies Economic legislations and Economic reforms laid by the government					*	*	*	
17161AEC15	Marketing	CO:1 Understand fundamental marketing concepts, theories and principles in areas of marketing policy CO:2 Apply the knowledge, concepts, tools necessary to understand challenges CO:3 Understand the marketing concepts and its evolution CO:4 Analyze the market based on segmentation, targeting and positioning CO:5 Know the consumer behavior and their decision making process CO:6 Understand the rural markets and the contemporary issues in marketing CO:7 Make decision on product, price, promotion mix and distribution CO:1 Apply the concept of opportunity cost. CO:2 Understand the concept of cost, nature of production and its relationship to Business operations. CO:3 Apply Economic theories to business decision CO:4 Use the theoretical concept of demand and supply analysis in practice					*	*	*	*
17161AEC16	Business Economics						*	*	*	*

17110AEC21	Tamil III	CO:1 Know what devotion really is. CO:2 Know the fruitfulness obtained through devotion. CO:3 Perceive the progress achieved in the society through devotion. CO:1 Develop technological skill.	* * * * *	* * * * *	* * * * *
17111AEC21	Advanced English-II	CO:2 Able to write in a variety of formats CO:3 Read biographies and develop personalty CO:1 Appreciated different forms of literature	* * * * *	* * * * *	* * * * *
17111AEC22	English-II	Co:2 Acquire language skills through literature Co:3 Broaden the horizon of knowledge CO:1 Familiarize the concept of Branch account and its system CO:2 Understand the Scope of departmental accounting	* * * * *	* * * * *	* * * * *
17161SEC23	Business Accounting	CO:3 Appreciate the need for negotiable instruments and procedure of accounting for bills honored and dishonored CO:4 Differentiate Trade bills from Accommodation Bills CO:5 Understand the concept of Consignment and learn the accounting treatment of the various aspects of consignment CO:6 Distinguish Joint Venture and Partnership and to learn the methods of maintaining records under Joint Venture CO:7 Understand the meaning and features of Non-Profit Organizations CO:8 Learn to prepare Receipts & Payment Account, Income & Expenditure Account and Balance Sheet for Non-Profit Organizations	* * * * *	* * * * *	* * * * *
17161SEC24	Ethics in Business	CO:1 Understand, and evaluate various organizational influences affecting ethical decisions CO:2 Present and analyze ethical and moral issues	* * * * *	* * * * *	* * * * *

	CO:3Exploreethicaltheories		*	*	
	CO:4Usetemporaryandclassicalframeworkstoanalyzeandsuggestresolutionstoethicaldilemmas.		*	*	
	CO:5Identifyandaddresscommonethicalissues that arise for individuals, managers, and organizations.		*	*	
	CO:6 recognize how individual differences and cognitive barriers can influence ethical judgment.		*	*	
	CO:7Identifyandprioritizepersonalvaluesand applythosetomakingethicaldecisions.		*	*	
	CO:1Criticallyevaluatetheunderlying assumptions of analysis tools			*	*
	CO:2Solvearangeof problemsusingthe techniquescovered			*	*
	CO:3Conductbasicstatisticalanalysisofdata.			*	*
	CO:4Understandbasicstatisticalconceptssuch as statistical collection, statistical series, tabular and graphical representation of data			*	*
	CO:5Calculatemeasuresofcentral tendency, dispersion and asymmetry, correlation and regression analysis			*	*
	CO:6Choosea statistical method for solving practical problems			*	*
	CO:1Understandthedynamicsofmarketing in business			*	*
	CO:2abilityandconfidencetotacklecommon practical financial problems of business.			*	*
	CO:3UnderstandthescopeofBusiness, and its importance.			*	*
	CO:4Identify different forms of business organizations viz: Sole Proprietorship, Partnership, Joint Hindu Family Business & Co-operative Organizations.			*	*
17161AEC25	Business Statistics				
17161AEC26	Business Organization and Management				

	<p>CO:1 Explain the concepts in business laws with respect to foreign trade</p> <p>CO:2 Apply the global business laws to current business environment</p> <p>CO:3 Demonstrate an understanding of the Legal Environment of Business.</p> <p>CO:4 Communicate effectively using standard business and legal terminology.</p> <p>CO:5 Demonstrate recognition of the requirements of the contract agreement</p> <p>CO:6 Identify contract remedies</p> <p>CO:7 Understand the various provisions of Company Law</p>					
17161AEC35	<p>Business Law for Managers</p>					
17161AEC36	<p>Essentials of Business Communication</p>	<p>CO:1 Identify ethical, legal, cultural, and global issues affecting business communication.</p> <p>CO:2 Utilize analytical and problem-solving skills appropriate to business communication.</p> <p>CO:3 Effective business writing</p> <p>CO:4 Research approaches and information collection.</p> <p>CO:5 Developing and delivering effective presentations</p> <p>CO:6 Effective interpersonal communications</p> <p>CO:7 Skills that maximize team effectiveness.</p> <p>CO:8 Good time management.</p>				
17111RMC37	<p>Research Methodology</p>	<p>CO:1 Able to carry out independent literature survey corresponding to the specific publication type and assess basic literary research tools.</p> <p>CO:2 Familiarize participants with basic of research and the research process.</p> <p>CO:3 Enable the participants in conducting research work and formulating research synopsis and report.</p>				

			CO:4 Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.			*		
			CO:5 Have basic knowledge on qualitative research techniques			*		
			CO:6 Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis			*		
			CO:7 Have basic awareness of data analysis and hypothesis testing procedures			*		
			CO:1. Indicate the names and functions of the Excel interface components.		*	*		
			CO:2. Enter and edit data.		*	*		
			CO:3. Format data and cells.		*	*		
			CO:4. Construct formulas, including the use of built-in functions, and relative and absolute references.		*	*		
			CO:5. Create and modify charts.		*	*		
			CO:6. Preview and print worksheets.		*	*		
			CO:1 Learn grammar.		*	*		
			CO:2 Enhance their fluency in English		*	*		
			CO:3 Develop speaking and writing skills		*	*		
			CO:4 Develop individual perspectives that demonstrate critical thinking skills		*	*		
			CO:1 Realize how the ancient people changed their life style according to the ages		*	*		
			CO:2 Learn how to change one's lifestyle according to the needs of the future		*	*		
			CO:3 Accept the modern trends and its uses		*	*		
			CO:1 Develop writing skill.		*	*		
			CO:2 Comprehend and describe poems		*	*		
			CO:3 Learn interviewing skills		*	*		
17111SEC03L	Package lab III (Microsoft excel)							
17111SEC03L	Communicative English Lab-III							
17110AEC41	Tamil IV							
17111AEC41	Advanced English-IV							
IV								

17111AEC42	English-IV	CO:1 Improve their ability to read and understand them	*	*	*	*	*	*	*
		CO:2 Know the genius of Shakespeare	*	*	*	*	*	*	*
		CO:3 Express in writing their views.	*	*	*	*	*	*	*
		CO:1 Understand the concept of partnership					*	*	*
		CO:2 Understand the journal entries for the formation of partnership					*	*	*
17161SEC43	Partnership Accounting	CO:3 Familiarize the concept of branch account and its system					*	*	*
		CO:4 Understand the Scope of departmental accounting					*	*	*
		CO:5 Introduce the system of Hire Purchase					*	*	*
		CO:6 Understand partnership account from admission to dissolution					*	*	*
		CO:1 Understand the key principles and tools of integrated marketing communication					*	*	*
		CO:2 Explain the environmental factors which influence consumer and organizational decision					*	*	*
17161SEC44	Advertising and Sales Promotion	CO:3 Identify the elements of the communication process between buyers and sellers in business making process					*	*	*
		CO:4 Identify the marketing mix components in relation to market segmentation					*	*	*
		CO:5 Outline a marketing plan					*	*	*
		CO:6 Utilize marketing research techniques to resolve into competitive marketing decisions.					*	*	*
		CO:1 Get basic understanding of different types of meeting of board of directors.					*	*	*
		CO:2 Use international trade terms and concepts when communicating.	*	*	*	*	*	*	*
17161AEC45	Company Law and Secretarial Practices	CO:3 Demonstrate comprehensive knowledge and understanding of social and economic policy considerations arising in this area.					*	*	*
		CO:4 Understanding of those areas of company law identified in the indicative syllabus above and form					*	*	*

			CO:6 Carry out an applied research project in the natural sciences.					*														
17161SEC51	Corporate accounting		CO:1 Find out how a company can dissolve.						*											*		
			CO:2 Understand Mutual funds investments.							*											*	
			CO:3 Learn about Working format of companies.								*											*
			CO:4 Enable the student to understand the features of Shares and Debentures								*											*
			CO:5 Develop an understanding about redemption of Shares and Debenture and its type								*											*
			CO:6 Exposure to the company final accounts								*											*
			CO:1 Use business financial terms and concepts when communicating.						*													*
			CO:2 Demonstrate basic understanding of financial management.								*											*
			CO:3 Provide introduction to Financial Management								*											*
			CO:4 Create an awareness about capital structure and theories of capital structure								*											*
		17161SEC52	Financial Management		CO:5 Make them understand the cost of capital in wide aspects						*											*
	CO:6 Provide knowledge about dividend policies and various dividend models.									*										*		
	CO:7 Enable them to understand working capital management										*									*		
	CO:1 Forecast a firm's future financing requirements										*									*		
	CO:2 Design an optimal capital structure.										*									*		
	CO:3 Give an idea about fundamentals of financial services and players in financial sectors										*									*		
17161SEC53	Financial Services		CO:4 Create an awareness about merchant banking, issue management, capital markets and role of SEBI						*										*			
			CO:5 Provide knowledge about leasing and hire purchase concepts							*									*			

			CO:5 Enable them to understand project formulation			*	*	*	*
			CO:6 Familiarize the students with EDP schemes			*	*	*	*
			CO:1 Articulate the knowledge of fundamental audit concepts			*	*	*	
			CO:2 Apply critical thinking skills and solve auditing Problems.			*	*	*	*
17161SEC63	Auditing		CO:3 Apply and demonstrate the accounting knowledge and skills in Auditing.			*	*	*	*
			CO:4 Explain how analytical procedures are used as an audit tool.			*	*	*	
			CO:5 Illustrate effective internal controls			*	*	*	
			CO:6 Apply ethical standards to issues in auditing			*	*	*	
			CO:1 File IT Return on individual basis			*	*	*	*
			CO:2 Compute the total Income and Debit tax complexities and structure.			*	*	*	*
			CO:3 In order to familiarize the different know-how and heads of income with its components			*	*	*	*
17161DSC64A	Income Tax Law & Practices		CO:4 It help to build an idea about income from house property as a concept			*	*	*	*
			CO:5 It give more idea about the income from business or profession			*	*	*	*
			CO:6 Make the students familiarizes with the concept of depreciation and its provisions			*	*	*	*
			CO:1 Greater Social support		*	*	*	*	*
			CO:2 More on-task behaviour			*	*	*	*
			CO:3 Develop Professionals in the filed of Co-operation, Co-operative law and Management.			*	*	*	*
17161DSC64B	Cooperation Theory		CO:4 Promote qualified, Skilled and professional man power to manage the affair of the Cooperative Institutions.			*	*	*	*
			CO:5 Enhance the Knowledge base of the in-service Personnel on the subject Co-operation, Co-operative law and Co-operative Management.			*	*	*	*

		CO:6 Enable the in-service personnel to develop skills on Co-operative Management Techniques				*	*	*
		CO:1 To help to gather knowledge on banking and financial system in India						
		CO:2 To provide knowledge about commercial banks and its products				*	*	*
		CO:3 Aim to familiarize banking system in India				*	*	*
		CO:4 To enable them to understand better customer relationship			*	*	*	*
		CO:5 To create awareness about modern banking services like e-banking, m-banking and internet banking, ATM System				*	*	*
		CO:6 To introduce recent trends in banking system				*	*	*
		CO:7 To make the student understand the basic concept of banking and financial institutions and expose various types of risk based by banks				*	*	*
		CO:1 Develop plans with relevant people to achieve the project's goals						
		CO:2 Break work down into tasks and determine handover procedures						
		CO:3 Identify links and dependencies, and schedule to achieve deliverables						
		CO:4 Estimate and cost the human and physical resources required, and make plan to obtain the necessary resources						
		CO:5 Allocate roles with clear lines of responsibility and accountability.						
		CO:6 Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis						
		CO:1 Learn to create animated graphics add sound and interactivity.			*			
		CO:2 Can develop Website			*			
		CO:3 CD based presentations			*			
		CO:1 Get a job		*	*	*	*	*
17161OEC	Banking Services							
171PRW66	Project Work							
171SBE06L	Package lab VI							
17111SEC06L								

		CO:2 Apply study skills	*	*	*	*				
	Communicative English Lab-VI	CO:3 Widen creative thinking	*	*	*	*				
		CO:4 Be a good team worker	*	*	*	*				
		CO:5 Make them proficient in English	*	*	*	*				

B.Com CA (2017 Regulations)											
Sem	Course Code	Title of the Course	COs	POS							
				PO1	PO2	PO3	PO4	PO5	PO6	PO7	
I	17110AEC11	Tamil-I	CO:1 Learn the changes occurred in literature since classical period.	*	*						
			CO:2 Make use of vocabulary systematically.	*	*						
			CO:3 Understand how to lead one's life realizing the modernity and its environment/atmosphere.	*	*						
	17111AEC12	English-I	CO:1 Read and comprehend literature	*	*						
			CO:2 Appreciate poetry and prose	*	*						
			CO:3 Familiarize students with fiction.	*	*						
	17198SEC13	Financial Accounting	CO:1 Understand the fundamental of financial accounting		*	*	*	*	*	*	*
			CO:2 Develop the modern market economy		*	*	*	*	*	*	
			CO:3 Prepare the different kind of financial statement		*	*	*	*	*	*	
			CO:4 Acquire conceptual knowledge of basics of accounting		*	*	*	*	*	*	
		CO:5 Identify and analyze the reasons for the difference between cash book and pass book balances		*	*	*	*	*	*		
		CO:6 Develop the skill of recording financial transactions and preparation of reports in accordance with GAAP		*	*	*	*	*	*		

17198SEC14	Business Management	CO:1 Apply conceptual learning skills in today's business environment.	*	*	*	*	*	*
		CO:2 Analyze financial performance of an organization.	*	*	*	*	*	*
		CO:3 Evaluate organizational decisions with consideration of the political, legal and ethical aspects of business.	*	*	*	*	*	*
		CO:4 Understand relationship between environment and business; Applying the environmental analysis techniques in practice	*	*	*	*	*	*
		CO:5 Assess strengths, weaknesses, opportunities and threats of the business environment.	*	*	*	*	*	*
		CO:6 Know state policies Economic legislations and Economic reforms laid by the government	*	*	*	*	*	*
		CO:1 Perform end user support including identifying and implementing solutions to user requests.	*	*	*	*	*	*
		CO:2 Analyze technical requirements to determine resource requirements and the impact the solution will have on an organization.	*	*	*	*	*	*
		CO:3 Design, plan, budget and propose an IT project for an identified need within a specific scope.	*	*	*	*	*	*
		CO:4 Install technical hardware and software including network, database and security components.	*	*	*	*	*	*
17198AEC15	Information Technology	CO:5 Perform routine maintenance to maintain the currency of an operating system, network, database and security needs.	*	*	*	*	*	*
		CO:6 Identify and resolve technical problems using trouble-shooting and research techniques.	*	*	*	*	*	*
		Co:7 Analyze and select application and operating system settings to create an optimal user environment.	*	*	*	*	*	*
17198AEC16	Operating System	CO:1 Describe and explain the fundamental components of a computer operating system.	*	*	*	*	*	

[ABET(a), (i),(j),(k)] Assessment: Students will take midterm exams, final exams, and homework	*	*	*	*	*	*	*
CO:2 Describe and explain the fundamental components of a computer operating system. [ABET (a), (i),(j),(k)] Assessment: Students will take midterm exams, final exams, and homework.	*	*	*	*	*	*	*
CO:3 Define, restate, discuss, and explain the policies for scheduling, deadlocks, memory management, synchronization, system calls, and file systems. [ABET (a), (i), (j), (k)] Assessment: Students will take midterm exams, final exams, and homework.	*	*	*	*	*	*	*
CO:4 Describe and extrapolate the interactions among the various components of computing systems. [ABET (a), (i), (j), (k)] Assessment: Students will take midterm exams, final exams, and homework	*	*	*	*	*	*	*
CO:5 Design and construct the following OS components: System calls, Schedulers, Memory management systems, Virtual Memory and Paging systems. [ABET (a), (c), (i), (j), (k)] Assessment: Students will design and implement the above OS components within NACHOS with C++.	*	*	*	*	*	*	*
CO:6 Illustrate, construct, compare and design solutions via C/C++ programs, and through NACHOS. [ABET(a),(c),(i),(j),(k)] Assessment: Students will design and implement the above OS components within NACHOS	*	*	*	*	*	*	*
CO:7 Measure, evaluate, and compare OS components through instrumentation for performance analysis. [ABET(b),(j)] Assessment: (1) Students will run experiments on their own implemented	*	*	*	*	*	*	*

		<p>CO:3 3. Be familiar with programming environment with C Program structure.</p> <p>CO:4 Ability to work with textual information, characters and strings.</p> <p>CO:5 Understanding a defensive programming concept. Ability to handle possible errors during program execution</p>										
171_SECO2	Skill based elective (power point)	<p>CO:1. Identify the names and functions of the PowerPoint interface.</p> <p>CO:2. Create, edit, save, and print presentations.</p> <p>CO:3. Format presentations.</p> <p>CO:4. Add a graphic to a presentation.</p> <p>CO:5. Create and manipulate simple slideshows with outlines and notes.</p> <p>CO:6. Create slides presentations that include text, graphics, animation, and transitions.</p> <p>CO:1 Learn grammar.</p> <p>CO:2 Use a variety of reading strategies</p> <p>CO:3 Enhance the skill of making grammatically correct sentences.</p> <p>CO:4 Develop listening skill</p> <p>CO:1 Know the emerging areas in research</p> <p>CO:2 Learning experiences of student subject to research led teaching</p> <p>CO:3 The institutional and organisational issues surrounding such learning environments</p> <p>CO:4 The development of such teaching on the disciplinary (subject-based) requirements of curricula design</p> <p>CO:5 The opportunity to develop high level transferable skills</p> <p>CO:6 The possibility of a constructive alignment between the learning, teaching and assessment of the modules</p>										
17111SEC02L	Communicative English Lab-II											
17198RLC27	Research Led seminar											

17110AEC31	Tamil III	CO:1 Achieve one's goal by following the ancestral path CO:2 Learn to lead life of perfection by realizing the uncertainty in the life CO:3 Attain happiness through honesty	*	*	*	*	*	*	*						
17111AEC32	English-III	CO:1 Enable to appreciate different types of prose CO:2 Develop the conversational skills through one-act plays CO:3 Enhance the skill of making grammatically correct sentences. CO:1 Understand various costing systems and management systems CO:2 Analyse and provide recommendations to improve the operations of organisations CO:3 Immerse in conceptual knowledge of cost accounting.	*	*	*	*	*	*	*	*	*	*	*	*	*
17198SEC33	Cost Accounting	CO:4 Understand the significance of cost accounting in the modern economic environment CO:5 Select the costs according to their impact on business CO:6 Apply cost accounting methods to evaluate and project business performance CO:1 Understand Banking Channels and Payments CO:2 Practices on Banking Technology CO:3 Understand Core Banking CO:4 Gather knowledge on banking and financial system in India CO:5 Understand better customer relationship CO:6 To create awareness about modern banking services like e-banking, m-banking and internet banking	*	*	*	*	*	*	*	*	*	*	*	*	*
17198SEC34	Banking Theory law and Practices	CO:1 To know the proper lines of C++, Encapsulation, Inheritance and Polymorphism.	*	*	*	*	*	*	*	*	*	*	*	*	*
17198AEC35	Programming in C++														

		CO:2 To explain the various data types, operations and functions of C++.	*	*	*	*	*	*
		CO:3 To know the concept of constructors and destructors.	*	*	*	*	*	*
		CO:4 To explain the concept of inheritances, types of inheritance and polymorphism, virtual Functions.	*	*	*	*	*	*
		CO:5 To explain the types of streams, format and format of input and output operations.	*	*	*	*	*	*
		CO:6 To know the procedural and object oriented paradigm with concepts of streams, classes, functions, data and objects.	*	*	*	*	*	*
		CO:1 It provides a clear modular structure for programs which makes it good for defining abstract data types in which implementation details are hidden.						
17198AEC36L	Programming in C++ Lab	CO:2 More effort is put into the object-oriented analysis and design, which lowers the overall cost of development.	*	*	*	*	*	*
		Co:3 Able to understand and write the program by using oops.	*	*	*	*	*	*
		CO:4 Acquire the knowledge about extending the classes and objects.	*	*	*	*	*	*
		CO:5 Able to develop the inheritance program.	*	*	*	*	*	*
		CO:1 Able to carry out independent literature survey corresponding to the specific publication type and assess basic literary research tools.	*	*	*	*	*	*
		CO:2 familiarize participants with basic of research and the research process.	*	*	*	*	*	*
		CO:3 enable the participants in conducting research work and formulating research synopsis and report.	*	*	*	*	*	*
17198RMC37	Research Methodology	CO:4 Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.	*	*	*	*	*	*

		CO:2 Understand Visual Basic applications.		*	*	*	*	*	*
	Visual Basic Programming Lab	CO:3 Understand how to perform operations and store results.		*	*	*	*	*	*
		CO:4 Understand the concept of data-driven program execution flow control in Visual Basic programming		*	*	*	*	*	*
		CO:5 Understand additional Visual Basic controls.		*	*	*	*	*	*
		CO:6 Understand loop to do repetition.		*	*	*	*	*	*
		CO:1 Examine database concepts and explore the Microsoft Office Access environment.		*	*	*	*	*	*
		CO:2. Design a simple database.		*	*	*	*	*	*
		CO:3. Build a new database with related tables.		*	*	*	*	*	*
		CO:4. Manage the data in a table.		*	*	*	*	*	*
		CO:5. Query a database using different methods.		*	*	*	*	*	*
		CO:6. Design a form.		*	*	*	*	*	*
		CO:7. Generate a report.		*	*	*	*	*	*
		CO:8. Import and export data.		*	*	*	*	*	*
		CO:1 Learn grammar.	*	*	*	*	*	*	*
		CO:2 Enable to express their views in conversation	*	*	*	*	*	*	*
		CO:3 Develop soft skills	*	*	*	*	*	*	*
		Co:4 ce presentation skills	*	*	*	*	*	*	*
		CO:1 Learn about environmental pollution.		*	*	*	*	*	*
		CO:2 Familiarize with the social issues and the environment		*	*	*	*	*	*
		CO:3 will be able to do independent research on human interactions with the environment.		*	*	*	*	*	*
		CO:4 To recognize the physical, chemical, and biological components of the earth's systems and show how they function		*	*	*	*	*	*
		CO:5 Analyze and evaluate ideological and philosophical approaches used to understand environmental relationships.		*	*	*	*	*	*
171_SECO4	Packages Lab-IV Skill base elective								
17111SEC04L	Communicative English Lab-IV								
171ENV1STU	Environmental Studies								

		CO:6 Carry out an applied research project in the natural sciences.		*			*		*
		Co:1 Find out how a company can dissolve.		*	*		*		*
		CO:2 Understand Mutual funds investments.		*	*		*		*
		CO:3 Learn about Working format of companies.		*	*		*		*
17198SEC51	Corporate accounting	CO:4 Enabling the student to understand the features of Shares and Debentures		*	*		*		*
		CO:5 Develop an understanding about redemption of Shares and Debenture and its type		*	*		*		*
		CO:6 Exposure to the company final accounts		*	*		*		*
		CO:1 Apply the concept of opportunity cost.		*			*		*
		CO:2 Understand the concept of cost, nature of production and its relationship to Business operations.		*			*		*
17198SEC52	Business Economics	CO:3 Apply Economic theories to business decision		*			*		*
		CO:4 Use the theoretical concept of demand and supply analysis in practice		*			*		*
		CO:5 Understand the cost concepts, theories of profit and business cycles		*			*		*
		CO:6 Use different demand forecasting techniques and apply different pricing techniques in business		*			*		*
		CO:7 Understand the importance of fiscal policy.		*			*		*
		CO:1 Use business finance terms and concepts when communicating.		*			*		*
		CO:2 Demonstrate basic understanding of financial management.		*			*		*
		CO:3 Provide introduction to Financial Management		*			*		*
17198SEC53	Financial Management	CO:4 Create an awareness about capital structure and theories of capital structure		*			*		*
		CO:5 Make them understand the cost of capital in wide aspects		*			*		*
		CO:6 Provide knowledge about dividend policies and various dividend models.		*			*		*

17161AEC54	Software Engineering	<p>CO1: To identify, formulate, and solve complex engineering problems by applying principles of engineering, science, and mathematics</p> <p>CO2 : To apply engineering design to produce solutions that meet specified needs with consideration of public health, safety, and welfare, as well as global, cultural, social, environmental, and economic factors</p> <p>CO3: An ability to communicate effectively with a range of audiences</p> <p>CO4 : Analyze the importance of management information systems and networking in a business.</p> <p>CO5: Be aware and perform various activities using computers in day to day life.</p> <p>CO:1 The knowledge and skill to select and employ base level tools for financial analysis.</p> <p>CO:2 The knowledge and skill to analyze companies for investment purposes.</p> <p>CO:3 The knowledge and skill to develop portfolio strategies for individual and institutional investors.</p> <p>CO:4 The knowledge and to operate ethically as investment management professionals.</p> <p>CO:5 Understand the various alternatives available for investment.</p> <p>CO:6 Gain knowledge of the various strategies followed by investment practitioners</p> <p>CO:1 Do the allotted work in research</p> <p>CO:2 Learn to review of literature</p> <p>CO:3 Demonstrate knowledge of research processes</p> <p>CO:4 Perform literature reviews using print and online database</p>	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
17198DSC55A	Investment Management	<p>CO1: To identify, formulate, and solve complex engineering problems by applying principles of engineering, science, and mathematics</p> <p>CO2 : To apply engineering design to produce solutions that meet specified needs with consideration of public health, safety, and welfare, as well as global, cultural, social, environmental, and economic factors</p> <p>CO3: An ability to communicate effectively with a range of audiences</p> <p>CO4 : Analyze the importance of management information systems and networking in a business.</p> <p>CO5: Be aware and perform various activities using computers in day to day life.</p> <p>CO:1 The knowledge and skill to select and employ base level tools for financial analysis.</p> <p>CO:2 The knowledge and skill to analyze companies for investment purposes.</p> <p>CO:3 The knowledge and skill to develop portfolio strategies for individual and institutional investors.</p> <p>CO:4 The knowledge and to operate ethically as investment management professionals.</p> <p>CO:5 Understand the various alternatives available for investment.</p> <p>CO:6 Gain knowledge of the various strategies followed by investment practitioners</p> <p>CO:1 Do the allotted work in research</p> <p>CO:2 Learn to review of literature</p> <p>CO:3 Demonstrate knowledge of research processes</p> <p>CO:4 Perform literature reviews using print and online database</p>	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*																							
17111BRC56	Participation in Bounded Research	<p>CO1: To identify, formulate, and solve complex engineering problems by applying principles of engineering, science, and mathematics</p> <p>CO2 : To apply engineering design to produce solutions that meet specified needs with consideration of public health, safety, and welfare, as well as global, cultural, social, environmental, and economic factors</p> <p>CO3: An ability to communicate effectively with a range of audiences</p> <p>CO4 : Analyze the importance of management information systems and networking in a business.</p> <p>CO5: Be aware and perform various activities using computers in day to day life.</p> <p>CO:1 The knowledge and skill to select and employ base level tools for financial analysis.</p> <p>CO:2 The knowledge and skill to analyze companies for investment purposes.</p> <p>CO:3 The knowledge and skill to develop portfolio strategies for individual and institutional investors.</p> <p>CO:4 The knowledge and to operate ethically as investment management professionals.</p> <p>CO:5 Understand the various alternatives available for investment.</p> <p>CO:6 Gain knowledge of the various strategies followed by investment practitioners</p> <p>CO:1 Do the allotted work in research</p> <p>CO:2 Learn to review of literature</p> <p>CO:3 Demonstrate knowledge of research processes</p> <p>CO:4 Perform literature reviews using print and online database</p>	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*																							

		CO:5 Identify, explain, compare, and prepare the key elements of a research proposal/report CO:6 Describe sampling methods, measurement scales and instruments, and appropriate uses of each	*	*				*
171_SECO5	Packagelab V Skill based elective	CO:1 Work with the Photoshop workspace	*	*				
		CO:2. Navigate images	*	*				
		CO:3. Resize and crop images	*	*				
		CO:4. Make and work with selections	*	*				
		CO:5. Create new layers and perform other basic layer functions	*	*				
		CO:6. Transform images	*	*				
17111SEC05L	Communicative English Lab-V	CO:1 Develop corporate skills.	*	*				
		CO:2 Handle their day to day affairs well with their knowledge of language skills.	*	*				
17161SEC61	Management Accounting	CO:1 Prepare analysis of various special decisions, using relevant costing and benefits	*	*			*	*
		CO:2 More effective planning and control systems	*	*			*	*
		CO:3 The student's thought and knowledge on management Accounting	*	*			*	*
		CO:4 Help to give proper idea on financial statement analysis in practical point of view	*	*			*	*
		CO:5 Introduce the concept of fund flow and cash flow statement	*	*			*	*
		CO:6 Provide knowledge about budget control keeping in mind the scope of the concept	*	*			*	*
		CO:7 Develop the know-how and concept of marginal costing with practical problems	*	*			*	*
17198SEC62	Income Tax Law & Practices	CO:1 File ITR return on individual basis	*	*			*	*
		CO:2 Compute the total income and define tax complications and structure.	*	*			*	*
		CO:3 In order to familiarize the different know-how and heads of income with its components	*	*			*	*

		CO:4)Ithelpstobuildanideaaboutincomefromhouse property as a concept	*	*	*	*	*	*
		CO:5)Itgivemoreideaabouttheincomefrom business or profession	*	*	*	*	*	*
		CO:6)Makethestudentsfamiliarizeswiththe concept of depreciation and its provisions	*	*	*	*	*	*
		CO:1)Understanddatabaseconceptsandstructures and query language	*	*	*	*	*	*
		CO:2)UnderstandtheERmodelandrelational model	*	*	*	*	*	*
17198SEC63	Database Management System	CO:3)UnderstandFunctionalDependencyand Functional Decomposition.	*	*	*	*	*	*
		CO:4)ApplyvariousNormalizationtechniques	*	*	*	*	*	*
		CO:5)Understandqueryprocessingandtechniques involved in query optimization.	*	*	*	*	*	*
		CO:6)Understandtheprinciplesofstorage structureandrecoverymanagement.	*	*	*	*	*	*
17198DSC64	Diciplinespecific elective	CO:1) Demonstrate an understanding of the foundationsandimportanceofE-commerce	*	*	*	*	*	*
		CO:2)AnalyzetheimpactofE-commerceon businessmodelsandstrategy	*	*	*	*	*	*
		CO:3)DescribetheinfrastructureforE-commerce	*	*	*	*	*	*
		CO:4)DiscusslegalissuesandprivacyinE- Commerce	*	*	*	*	*	*
		CO:5)Assesselectronicpaymentsystems	*	*	*	*	*	*
		CO:6)RecognizeanddiscussglobalE-commerce issues	*	*	*	*	*	*
171_GEC65	Generalelective-I	CO:1)Tohelptogatherknowledgeonbankingand financial system in India	*	*	*	*	*	*
		CO:2)Toprovideknowledgeaboutcommercial banks and its products	*	*	*	*	*	*
		CO:3)AimtofamiliarizebankingsysteminIndia	*	*	*	*	*	*
		CO:4)Toenablethemtounderstandbetter customer relationship	*	*	*	*	*	*

		CO:5 To create awareness about modern banking services like e-banking, m-banking and internet banking, ATMS system	*	*	*	
		CO:6 To introduce recent trends in banking system	*	*	*	
		CO:7 To make the student understand the basic concept of banking and financial institutions and expose various types of risk based by banks	*	*	*	
		CO:1 Develop plans with relevant people to achieve the project's goals	*	*	*	
		CO:2 Break work down into tasks and determine handover procedures	*	*	*	
		CO:3 Identify links and dependencies, and schedule to achieve deliverables	*	*	*	
		CO:4 Estimate and cost the human and physical resources required, and make plan to obtain the necessary resources	*	*	*	
		CO:5 Allocate roles with clear lines of responsibility and accountability.	*	*	*	
		CO:6 Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis	*	*	*	
		CO:1. Learn to create animated graphics and sound and interactivity.	*	*	*	
		CO:2. Can develop Website	*	*	*	
		CO:3. CD based presentations	*	*	*	
		CO:1 Get a job	*	*	*	
		CO:2 Apply study skills	*	*	*	
		CO:3 Wide creative thinking	*	*	*	
		CO:4 Be a good team worker	*	*	*	
		CO:5 Make them proficient in English	*	*	*	
17198PRW66	Project Work					
171_SECO6	Package lab VI Skill based elective					
17111SEC06L	Communicative English Lab-VI					


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SEM	Course Code	Title of the Course	COs	POS								
				PO1	PO2	PO3	PO4	PO5	PO6	PO7		
I	17261SEC11	Marketing Research and Consumer Behaviour	CO:1 This specialization lays the necessary groundwork for overall successful marketing strategy	*	*					*		
			CO:2 Knowledge required to understand the state of your product before approaching the market strategy	*	*						*	
			CO:3 Interpret development of marketing research	*	*						*	
			CO:4 Identify the major influences in Consumer Behaviour	*	*						*	
			CO:5 Theory of Consumer behaviour and relate it to the practice of marketing.	*	*						*	
			CO:6 Demonstrate how knowledge of consumer behaviour can be applied to marketing.	*	*						*	
	17261SEC12	Human Resource Management	CO:1 Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes	*	*				*			
			CO:2 Develop, implement, and evaluate employee orientation, training, and development programs.	*	*				*			
			CO:3 Understanding of the basic concepts, functions and processes of HRM	*	*				*			
			CO:4 Develop a selection and interviewing program	*	*				*			
			CO:5 Know formalize, Design and evaluate various Recruitment and Placement policies.	*	*				*			
			CO:6 Use methods of collecting job analysis information.	*	*				*			
	17261SEC13	Services Marketing	CO:1 Focuses on services, service design, and service innovation, with the aim of developing empathy for customers and understanding the customer experience	*	*				*		*	
CO:2 strategies that support broader marketing decisions.			*	*				*		*		

[Signature]
HOD

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	CO:8 Learn to prepare Receipts & Payment Account, Income & Expenditure Account and Balance Sheet for Non-Profit Organizations			*	*	*	*	*	*					
17261SEC24B	Retail Management	<p>CO:1 The role that retailing plays in the distribution component of the marketing mix</p> <p>CO:2 Understanding of the concept of social responsibility and the role it plays in retailing</p> <p>CO:3 Awareness of the moral and ethical dilemmas that face the retailing industry in today's business environment</p> <p>CO:4 Development and understanding of implementing a retail strategy.</p> <p>CO:5 Understanding of the increased use of technology in the field of retailing</p> <p>CO:6 Identify key roles within retail businesses</p>	CO:1	CO:1	CO:1	CO:1	CO:1	CO:1	CO:1	CO:1	CO:1	CO:1	CO:1	CO:1
17261RMC25	Research Methodology	<p>CO:1 Demonstrate knowledge of research processes (reading, evaluating, and developing)</p> <p>CO:2 Perform literature reviews using print and online databases</p> <p>CO:3 Identify, explain, compare, and prepare the key elements of a research proposal/report</p> <p>CO:4 Select and define appropriate research problem and parameters</p> <p>CO:5 Prepare a project proposal (to undertake a project)</p>	CO:1	CO:1	CO:1	CO:1	CO:1	CO:1	CO:1	CO:1	CO:1	CO:1	CO:1	CO:1
17261BRC26	Participation in Bounded Research	<p>CO:1 Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.</p> <p>CO:2 Have basic knowledge on qualitative research techniques</p> <p>CO:3 Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis</p>	CO:1	CO:1	CO:1	CO:1	CO:1	CO:1	CO:1	CO:1	CO:1	CO:1	CO:1	CO:1

17261DSC34B	Indian Financial System	CO:1 Knowledge, understanding and skills in the area of international financial relations and tools for its implementation	*	*	*	*	*	*	*
		CO:2 Knowledge and understanding of characteristics, activities, principles and specific of international financial relations	*	*	*	*	*	*	*
		CO:3 Ability to summarize and critically evaluate results obtained by researchers in the field of international financial relations	*	*	*	*	*	*	*
		CO:4 Ability to analyze and use various sources of information and data in the field and make assessment	*	*	*	*	*	*	*
		CO:5 Use methods in the field of international finance in practice;	*	*	*	*	*	*	*
		CO:6 Economic essence and currency classifications: the concept of currency and its basic classification; characteristics of currencies.	*	*	*	*	*	*	*
17261OEC	Financial Services	CO:1 To introduce meaning and functions of Financial Intermediaries	*	*	*	*	*	*	*
		CO:2 To understand the role of merchant bank and its services	*	*	*	*	*	*	*
		CO:3 To provide information regarding management of mutual funds and Regulations	*	*	*	*	*	*	*
		CO:4 To understand the role and functions of financial services Marketing	*	*	*	*	*	*	*
		CO:5 To know the structure and types of debt Instruments	*	*	*	*	*	*	*
		CO:6 To realize Foreign Exchange Market	*	*	*	*	*	*	*
17261SRC36	Scaffold Research (Societal Project)	CO:1 To help students manage individual or team projects.	*	*	*	*	*	*	*
		CO:2 Begin project-planning with a specific audience with a specific and pressing concern	*	*	*	*	*	*	*
		CO:3 Let students design their own projects. Or require that projects iterate or counter existing cultural trends and patterns or that address	*	*	*	*	*	*	*

		CO:2 Understand the use of the memorandum of association and article of association in a company, they also learn from this course	*	*	*	*	*	*	*
		CO:3 Develop Professionals in the filed of Co-operation, Co-operative law and Management.	*	*	*	*	*	*	*
		CO:4 Promote qualified, Skilled and professional man power to manage the affairs of the Cooperative Institutions.	*	*	*	*	*	*	*
		CO:5 Enhance the Knowledge base of the in-service Personnel on the subject Co-operation, Co-operative law and Co-operative Management.	*	*	*	*	*	*	*
		CO:6 Enable the in-service personnel to develop skills on Co-operative Management Techniques	*	*	*	*	*	*	*
		CO:1 Understand international capital and foreign exchange market.	*	*	*	*	*	*	*
		CO:2 Identify and appraise investment opportunities in the international environment.	*	*	*	*	*	*	*
		CO:3 Identify risk relating to exchange rate fluctuations and develop strategies to deal with them	*	*	*	*	*	*	*
		CO:4 Identify and evaluate foreign direct investment and international acquisition opportunities	*	*	*	*	*	*	*
		CO:5 Develop strategies to deal with the types of country risks associated with foreign operations	*	*	*	*	*	*	*
		CO:6 Express well considered opinion on issues relating to international financial management.	*	*	*	*	*	*	*
		CO:1 Develop plans with relevant people to achieve the project's goals	*	*	*	*	*	*	*
		CO:2 Break work down into tasks and determine handover procedures	*	*	*	*	*	*	*
		CO:3 Identify links and dependencies, and schedule to achieve deliverables	*	*	*	*	*	*	*
		CO:4 Estimate and cost the human and physical resources required, and make plan to obtain the necessary resources	*	*	*	*	*	*	*
17261DSC44B	International Financial Management								
17261PRW45	Project Work								

		CO:5 Allocate roles with clear lines of responsibility and accountability.	*	*	*	*				
		CO:6 Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis	*	*	*	*				

2017

Sem	Course Code	Title of the Course	COs	POS						
				PO1	PO2	PO3	PO4	PO5	PO6	PO7
I	173RMG11	Research Methodology	Able to carry out independent literature survey corresponding to the specific publication type and assess basic literary research tools.	*	*			*		
			Familiarize participants with basic of research and the research process.	*	*			*		
			Enable the participants in conducting research work and formulating research synopsis and report.	*	*			*		
			Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.	*	*			*		
			Have basic knowledge on qualitative research techniques	*	*			*		
			Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis	*	*			*		
			Have basic awareness of data analysis and hypothesis testing procedures	*	*			*		
			To help the students gain understanding of the functions and responsibilities of managers.	*	*			*		
			To know various tools from accounting and cost accounting this would facilitate the decision making	*	*			*		
			To explore the economics of information and network industries and to equip students within	*	*			*		

		Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes	*	*	*	*	*	*
		Develop, implement, and evaluate employee orientation, training, and development programs.	*	*	*	*	*	*
		Understanding of the basic concepts, functions and processes of HRM	*	*	*	*	*	*
		To understand various concepts related to financial management.	*	*	*	*	*	*
		To study in detail, various tools and techniques in the area of finance.	*	*	*	*	*	*
		To develop the analytical skills which would facilitate the decision making in Business situations.	*	*	*	*	*	*
173RPE14	Financial Management	Create an awareness about capital structure and theories of capital structure	*	*	*	*	*	*
		Make them understand the cost of capital in wide aspects	*	*	*	*	*	*
		Provide knowledge about dividend policies and various dividend models.	*	*	*	*	*	*
		Enable them to understand working capital management	*	*	*	*	*	*


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