

	Program:	M.Com	
	PO Code	Programme Outcomes:	
	PO1	The primary objective is to enable every student to cope up with the latest developments in contemporary, national and global level business.	
	PO2:	To mold and prepare the students for positions of leadership in business organizations at the local, national and international levels.	
	PO3:	To expose the learners to the latest trends in relevant branches of knowledge, competence and creativity to face global challenges.	
	PO4:	The emerging global scenario necessitates organisations to look for capable professionals in Finance and Banking, competent in responding to the market with the capacity to analyse the complex problems and make effective business decisions.	
	PO5:	Prepare the students for an in depth analysis of investment, portfolio management, investment banking and liquidation of investments.	
	PO6:	Equip the students to evaluate environmental factors that influence business operation with the conceptual requirements and skills on preparation and interpretation of financial statements.	
	PO 7	to upgrade the standards of teaching and research and deliver an education system that is a source of national pride and public confidence.	
	PO 8	Formulating business problems and provide innovative solutions thus molding them into future visionaries, management leaders that are compassionate yet efficient	
	PO 9	To widen the scope and depth of the course and inclusion of research paradigms of commerce stream.	

	PO 10	The programme structure offers a deep dive into various facet of management and organizational development by integration of cross-cutting issues relevant to gender, environment and sustainability, human values, professional ethics into curriculum through incorporation of relevant topics		
Semester 1	Course Code	Course Name	CO Code	Course Outcomes
I		Advanced Corporate Accounting	CO1	To enable the students to understand the rationale behind external reconstruction and comment on the HR perspective of the same
			CO2	The students will be able to understand the working of holding and subsidiary companies, the resulting benefits and how to eliminate common profits
			CO3	The recent trends in accounting to assist the students in their future workplace
			CO4	To represent the performance of a financial asset or portfolio of a business, project, or any other investment
			CO5	To drive business agility and success the upcoming workforce needs to face the challenges of Accounting ERP
			CO6	How can organisations better manage financial crisis by resorting to Internal Reconstruction and is implications
		Corporate Law & Governance	CO1	CO1 identify the recent amendments in companies act 2013
			CO2	CO2 describe the maintain of the book of accounts of the auditors

			CO3	CO3 understand the managerial personnel and board of directors duties
			CO4	CO4 identify SEBI Laws and regulations
			CO5	CO5 determine the corporate governance
			CO6	CO6 classify the exports and imports with the FEMA 1999
		Global Business Strategy	CO1	Understand the most widely used international business terms and concepts, identify the internationalization process of firms in a globalised era its issues and solutions in relation to the internationalization strategies of firms, identify the role and impact of macro and micro variables in international business and to analyze international business from a multi-centric perspective, avoiding ethnocentrism.
			CO2	Identify business expansion abroad and key issues related to their operations in other countries and to develop an entry strategy into other markets recognizing the nature of institutions and forces governing the process of globalization along the features of timing of expansion into different geographies.
			CO3	To critically analyse and evaluate global perspectives in developing global strategies and to make decisions about which aspects of competition helps to make choices to compete in global context and to know the trade-offs being made in terms of local responsiveness and global efficiency in regard to international competitive strategies
			CO4	Develop an FDI entry strategy into other markets recognizing the nature of institutions and forces governing the process of globalization- With reference to India.
			CO5	To review types of economic integration among countries and evaluate the current state of regional economic integration in Europe and elsewhere, identify and describe economic integration efforts/communities such as EU, ASEAN, NAFTA, SAARC)

			CO6	Examine the reasons for the success or/and failure of global strategic choices, Compare and contrast cultures and societies globally using CAGE framework and AAA strategy and evaluate present and future opportunities and risks for international business activities.
		Strategic Marketing Management	CO1	Understand the key characteristics of Business strategy, strategic marketing management and relate strategic marketing strategy & corporate strategy with local and national marketing strategy.
			CO2	Identify the options in adopting detailed external analysis and internal analysis to understand market dynamics. Learn how to analyze customers, competitors, and product markets in different countries and how to apply this analysis to develop international and global marketing strategies.
			CO3	Assess the marketing strategies and understanding the significance of competitive advantage, analyse various product related decisions in a global context and make rational decisions.
			CO4	Choose appropriate growth strategies for existing products for achieving entry into profitable business areas using various strategies for diversifying and develop the ability to think critically about different perspectives on global marketing.
			CO5	To critically analyze and evaluate global perspectives in developing global strategies and to make decisions about which aspects of marketing to globalize in developing marketing plans, which markets to enter? Critically analyze and evaluate standardization versus customization perspectives.
			CO6	Understand the various drivers for effective implementation of marketing strategy along with its barriers so as to develop effective marketing strategy and to apply this

				analysis for an effective control system.
		Organisational Behaviour & Leadership		CO1: To familiarize students with the various Theories of organizational behavior and create awareness.
				CO2: To acquaint the students with how differences in Personality, perception, and attribute influence organizational behavior.
				CO3: To make students understand the need for teamwork and the benefits of teamwork to learn how to co-ordinate within the team to avoid conflicts.
				CO4: To familiarize the impact of power and politics on organizational behavior
				CO5: To acquaint the students with organization culture and its impact.
		Business Ethics and CSR	CO1:	Need and Significance of Business Ethics, Values, Morals, Business Ethics as personal integrity and social responsibility, Ethical Law, Ethics as practical reason, Ethics committee and functions.
			CO2:	Managing Business Ethics, Value-based cultures, ethical leadership and corporate culture, Code of Ethics, ethics hotlines, Ombudspersons, Reporting and Ethics Audits.
			CO3:	Evaluate how decisions are actually made in business ethics. Critique various tools for managing Business Ethics. Explain the rights and duties of employees to the organization and the issues around this stakeholder group. Discuss and evaluate the issues arising from the relationship between business organizations and consumers. Identify the key ethical elements with respect to suppliers and

				competitors.
			CO4:	Environmental philosophy, role of stakeholders in environmental preservation, environmental values, Business Environmental responsibilities, Costs and Environmental regulation, Environmental Audit, Environmental Risk Management and sustainability approach.
			CO5:	Understanding relationship between business and global organizations. Evaluate global stakeholder to business. Review the implications of corporate citizenship for business ethics.
			CO6:	Incorporate the concept of Corporate Social Responsibility into business decisions. Justify the importance of Ethics and CSR to business and corporate organizations. Apply a pragmatic and pluralistic approach to business ethics and CSR
		Managerial Economics	CO1	: To apply the knowledge of economic principles and other analytical tools for effective decision making.
			CO2:	To measure the responsiveness of demand to changes in determinants of demand and its application
			CO3:	Gain knowledge on production function and assess the relationship between short run and long run costs.
			CO4:	Evaluation of different market structures and its price determination in short run and long equilibrium for industry and firm. Also to gain insight on International pricing, Dumping and Transfer pricing
			CO5	: To apply the knowledge of inflation in real world situations and describe the

				trade cycles in the open economy.
II		Economic Legislations for Business	CO1	: Demonstrating & understanding of the Legal Environment of Business.
			CO2:	Apply basic legal knowledge to business transactions.
			CO3:	Communicate effectively using standard business and legal terminology.
			CO4:	The programme provides you with a sound general foundation for a range of careers, such as the civil service, local government, journalism, industry and commerce, international institutions, administration, banking, insurance, social work and the police service.
		Retail Management and E Business	CO1:	Understand the functions of retail business and various retail formats and retail channels.
			CO2:	Understand the difference between Retail and E-Business
			CO3:	Understand, key drivers of E-Business and how to select a retail store location?
			CO4:	Analyze Retail Market and Financial Strategy including product pricing.
		Strategic Management & Business Policy		CO1: Assess and successfully analyze an ill-structured competitive situation, selecting and then effectively using the appropriate tools and frameworks. Conduct an external and internal analysis using appropriate tools, for the purpose of identifying an organization's strategic capability in view of changing conditions. Case studies are used to assess this ability.
				CO2: Explore conceptual frameworks and models which will assist them to analyze a competitive

				situation and strategic dilemmas and gain insight into strategic management.
				CO3: Discuss the main approaches in dealing with strategic issues.
				CO4: Apply critical thinking regarding corporate, business, and functional level strategy formulation, implementation, and control.
				CO5: Experience the process of developing and implementing strategy and the implications for the organization. Develop holistic diagnostic, problem-solving and decision-making skills in situations that involve the whole organization. Discuss the advantages and disadvantages of different competitive strategies under changing conditions.
				CO6: Enhanced ability to identify Business Policies, Policy Cycle and its Stages and Role of Policies in Strategic Management.
		Business Research Methods and QA	CO1:	Apply a range of quantitative and / or qualitative research techniques to business and management problems / issues
			CO2:	Understand and apply research approaches, techniques and strategies in the appropriate manner for managerial decision making
			CO3:	Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process
			CO4:	Conceptualise the research process
			CO5:	Develop necessary critical thinking skills in order to evaluate different research approaches utilised in the service industries
			CO6	: Students should be able to identify the overall process

				of designing a research study from its inception to its report.
			CO7:	Students should be able to define the meaning of a variable, and to be able to identify independent, dependent, and mediating variables.
			CO8:	Students should be familiar with good practices in conducting a qualitative interview and observation
		Excel for business applications	CO1:	To create, modify and format worksheets using MS Excel.
			CO2	: To apply different tools such as conditional formatting, data validation and scenarios in MS Excel.
			CO3:	To analyse data by using pivot tables, charts and graphics.
			CO4:	To be acquainted with the use of basic functions, conditional functions and lookup functions in MS Excel.
			CO5:	To understand the working of Macros, Lists, Sort and Filter.
III		Advanced Corporate Accounting		CO1 have a detailed discussion about the various accounting standards issues by ICAI
				CO2 be able to prepare the profit and loss account, balance sheet as per schedule 3
				CO3 understand the concept of absorption, amalgamation, merger, acquisition and reconstruction
				CO4 able to consolidate accounts of holding and subsidiary companies
				CO5 have a complete picture of the current development in accounting
		Accounting for Managerial Decisions		CO1 understand the scope of financial accounting, cost accounting and management

			accounting
			CO2 be able to create an accounting plan and understand the various responsibility centers
			CO3 classify the different types of budgets
			CO4 understand the difference the between standard costing and variance analysis
			CO5 compare and analyze between marginal costing and break even analysis
			CO6 get a complete view of financial statements both horizontal and vertical.
		Strategic Cost Management	CO1 know the key role of managing cost and the various areas of cost management
			CO2 have an in depth knowledge of different elements of cost
			CO3 learn about activity based costing, ABC cost drivers and cost pools
			CO4 be able to make pricing decisions in order to make it profitable and cost effective
			CO5 understand the life cycle of costing and study the objectives of JIT and LEAN
		International Accounting and FRS	CO1 understand the need in context of complexity and volume of international accounting
			CO2 have an in depth knowledge of financial reporting in US, UK, Australia, France, Germany, Netherland and Japan
			CO3 ability to prepare corporate financial reporting under schedule 3 of the companies act 2013
			CO4 ability to deal with special issues in international accounting
			CO5 have a complete overview of international financial statement analysis

				CO6 ability to make presentation of financial statements
		Employee relations and Labour Welfare		CO1 Comparison between the collaboration and workers participation
				CO2 Understand the Grievance Procedures and industrial disputes
				CO3 Study the technique of Collective Bargaining
				CO4 Implementation of the Indian trade union movement
				CO5 build the employee relations
		Employee Compensation and Knowledge Management		CO1 Understand the benefits and services offered to the employee of the organization
				CO2 Classify the various methods of the compensation management
				CO3 Differentiate between the Tacit Knowledge and knowledge Capture
				CO4 Analysis of knowledge renewal and organization design
		International HRM		CO1 Understand the nature of Human Resource management
				CO2 classify the various cross culture relationship
				CO3 describe the implementation of international compensation management
				CO4 analysis the staffing of international business
				CO5 Techniques of management development
		Organisation Culture Change and Development		CO1 Describe the various organization culture
				CO2 Implement the organizational developments

				CO3 Compare the various OD Process
				CO4 Understand the OD Interventions
				CO5 analysis of the management Development
		Project Management		CO1 understand the network technique for project techniques
				CO2 scheduling and monitoring workings of system design
				CO3 identify project planning techniques
				CO4 preparation of feasibility report
				CO5 understand the project life cycle
IV		Behavioural Finance		CO1 Understand the Investment Decision Cycle
				CO2 Describe the history of the Rational Thought
				CO3 Classify the information screening
				CO4 Differentiate between the emotions and neuro science
		Financial Derivatives & Risk Management		CO1 Classify the various credit Derivate
				CO2 Comparison between Forward Rate Agreements and Swaps
				CO3 Differentiate between Forward and Future Contracts
				CO4 Understand the Pure Risk and Insurance
				CO5 describe the various derivate and risk management
		International Financial Management		CO1 Experience the measuring and management of Foreign Exchange Exposure
				CO2 Classify between the cash and liquid management
				CO3 Describe the concept of Treasury

				CO4 Understand the various Instruments of International Financial Markets
				CO5 Analysis if the exchange rate mechanism
				CO6 Comparative study among the various stages of the firms
				CO7 Study the benefits and analysis of the International Monetary Systems
		Security analysis & Portfolio Management		CO1Study the various investment management techniques
				CO2Compare between the various financial sources of the firm
				CO3Analysis of variable income securities
				CO4 Understand the concept of Portfolio Managements
				CO5Classify the importance of the mutual funds
		Total Quality Management		CO1 understand the various dimension of quality
				CO2 study the TQM principles
				CO3 understand the concept of six sigma
				CO4 classify the statistical process control
				CO5 develop the TQM tools
		Product Branding and Sales Management		CO1: Apply the fundamental concepts of product management and different techniques to generate ideas for new products, know how to evaluate and screen ideas and to develop the product mindset needed to bring viable products or the market.
				CO2: Use portfolio analysis and the product life cycle to understand how a firm manages its product mix.
				CO3: Outline the basics of Brand management and discover the dynamic nature of successful brands and explore brand success factors and design brand

				<p>personality emotion and integrate brand as a differentiator, branding Use the brand positioning framework to develop a brand, keep it relevant, and expand a brand internationally.</p>
				<p>CO4: Appraise different type of brand extensions and evaluate brand strategy, understand the importance of digital branding and global branding to achieve marketing objectives.</p>
				<p>CO5: Develop a plan for organizing, staffing and training a sales force, to know the distinction between the skills required for selling and sales management, identify the key factors in establishing and maintaining high morale in the sales force, develop an effective sales compensation plan along with organizing sales territories to maximize selling effectiveness.</p>
		Retail and Distribution Management		<p>CO1: To demonstrate an understanding of Retail and Distribution function and examine its role as integral part of marketing function. Also interpret the global nature of retail function.</p>
				<p>CO2: To develop an understanding on effective retail location, store design and store layout.</p>
				<p>CO3: To understand the concepts of Store management, Merchandising and Category management.</p>
				<p>CO4: Assess the importance of retail communication while conducting the retail and distribution function.</p>
				<p>CO5: To become familiar with current supply chain management trends in today's business environment.</p>
