

**2021-2022**

<b>21CGU01</b>	<b>Core : I PRINCIPLES OF ACCOUNTANCY</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Recollect the meaning of various accounting terms, consignment, joint venture and bill of exchange.	1	K1
CO2	Demonstrate the basic accounting rules, concepts and conventions.		K2
CO3	Apply the accounting rules and concepts in preparation of final accounts of trading entities and compute interest on the basis of average due date, value of unsold stock and abnormal loss in consignment.		K3
CO4	Differentiate trade bill from accommodation bill, consignment from joint venture and receipts and payments account from income and expenditure account.		K4
CO5	Determine the financial results of trading and non-trading entities, consignment and joint venture businesses.		K5
<b>21CGU02</b>	<b>Core : II BUSINESS CORRESPONDENCE</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Spell out the meanings of the various terminologies such as, business communication, business letters, agenda, minutes and report writing, agency correspondence, application letters, job offer and acceptance letter, tele conferencing, video conferencing	1	K1
CO2	Explain the features and importance of telemarketing- marketing, transportation, branding, segmentation of consumers, advertising , personal selling, digital marketing, rural marketing and green marketing		K2
CO3	Analyze the effectiveness of media of communication and to make trade enquiries, execution of orders, drafting sales and circular letters, bank and agency correspondence and company correspondence.		K3
CO4	Classify the various types of business letters, banking and insurance correspondence, modern communication methods		K4
CO5	Evaluate the pros and cons of modern communication methods.		K5

<b>21CGU03</b>	<b>Core :III Allied: I AGRICULTURAL ECONOMY OF INDIA</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Illustrate the features of the Indian rural economy and the role of agriculture in Indian Economy	1	K1
CO2	categorize the core contents of the land tenure system and land reforms in India.		K2
CO3	identify the problems of agricultural labour and implementation of mechanization.		K3
CO4	examine the agricultural marketing system, analysis the consequences of price fluctuations and evaluate the agricultural progress during plan periods		K4
CO5	appraise the financial sources and credit system and assess the causes for rural indebtedness		K5
<b>21FCU01</b>	<b>Foundation: I ENVIRONMENTAL STUDIES (Curriculum as recommended by UGC)</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Define environment, ecosystem, biodiversity, environmental pollution and social issues.	1	K1
CO2	explain the natural resources, types of ecosystem, geographical classification of India, causes of environmental pollution and the problems related to the society.		K2
CO3	identify the information related to environment and the resources to protect it.		K3
CO4	analyze the classification of natural resources, energy flow in the ecosystem, threats to biodiversity, disaster management and the role of information technology in environment and human health.		K4
CO5	assess the environmental issues with a focus on sustainability.		K5

<b>21CGU04</b>	<b>Core :IV FINANCIAL ACCOUNTING</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	recollect the concepts of single entry system, depreciation, branch, departments, hire purchase and installment purchase system.	2	K1
CO2	explain the features of single entry system, types of branches, methods of providing depreciation and royaltyaccounts.		K2
CO3	compare single entry system with double entry system, wholesale profit with retail profit and hire purchase with installment purchase system.		K3
CO4	compute the amount of depreciation, amount of interest in hire purchase and installment purchase system, minimum rent and short workings in royalty accounts.		K4
CO5	evaluate the financial results of departments and branches.		K5
<b>21CGU05</b>	<b>Core : V MARKETING</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	recollect the meaning of market, Marketing, Selling and Marketing Management, Marketing mix, consumer behavior and consumerism	2	K1
CO2	explain the features and importance of telemarketing- marketing, transportation, branding, segmentation of consumers, advertising , personal selling, digital marketing, rural marketing and green marketing		K2
CO3	apply the concepts of marketing, promotional mix strategies and consumer behavior model to solve themarketing problems.		K3
CO4	analyze the organizational structure of Marketing, role of marketing for economic development , effects of Channel of Distribution, factors influencing the consumer behavior.		K4
CO5	choose the better pricing method out of various pricing strategies, advertising media, channel of distribution andproduct segmentation.		K5

<b>21CGU06</b>	<b>Core: VI Allied : II BUSINESS ETHICS</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	spell out the meanings of various terminologies such as ethics, values, internal environment, marketing, advertising, HRM, social responsibilities, social audit, institutional audit	2	K1
CO2	translates normal business activities into ethical activities and enhances social responsibility		K2
CO3	apply business ethics to various organization groups		K3
CO4	assess the common domain of business ethics and values, internal environment, marketing, social audit to promote business further		K4
CO5	evaluate the ethics of procedure in Marketing, Advertising, Finance and Human recourse areas.		K5
<b>21FCU02</b>	<b>Foundation : II YOGA AND ETHICS</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO 1	Recollect the basic terminologies in yoga and value education.	2	K1
CO 2	Demonstrate the importance of yoga, mental exercise, principles of life and components of values.		K2
CO 3	Apply the techniques of dynamic & mental exercise and philosophical values in real life.		K3
CO 4	Classify the different types of asanas, stages of mind, analysis of thought, ethical values and social values.		K4
CO 5	Evaluate how the yoga and value education make a person strong both physically and mentally		K5

<b>21CGU07</b>	<b>Core : VII CORPORATE ACCOUNTING</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Summarize the concepts of shares, debentures, goodwill, bank accounts, insurance accounts and procedure for liquidation of companies.	3	K1
CO2	identify the types of shares and debentures		K2
CO3	Distinguish between voluntary winding up and Compulsory winding up of companies.		K3
CO4	determine the managerial remuneration of a company		K4
CO5	Compute valuation of goodwill and valuation of shares.		K5
<b>21CGU08</b>	<b>Core : VIII BUSINESS ORGANIZATION &amp;MANAGEMENT</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Recollect and understand the concepts of business, localizations fundamental terms, principles and elements of management.	3	K1
CO2	explain the principles and elements of management of business and sources of finance		K2
CO3	Make use of various principles to organize a business,DEMAT accounts and share trading.		K3
CO4	Formulate, judge and make decision individually and in groups the factual, conceptual or creative value of elements and functions of management in business situations.		K4
CO5	create business opportunities with the help of various functions of management		K5

<b>21CGU09</b>	<b>Core : XI COMMERCIAL LAW</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO 1	remember the various terms defined in the commercial law	3	K1
CO 2	illustrate the formation of contract, remedies in breach of contract discharge of contract, indemnity and guarantee.		K2
CO 3	identify the duties relating to the bailer, bailee and surety.		K3
CO 4	examine case law with relating to minor, a person of unsound mind, a person disqualified by law, conditions and warranties.		K4
CO 5	assess the validity of an offer, acceptance and person capacity to contract.		K5
<b>21CGU10</b>	<b>Core: X Allied : III BUSINESS STATISTICS</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO 1	Learn and recollect the basic statistical concepts, principles of data presentation, graphical representation of data and the various statistical parameters.	3	K1
CO 2	Explain and calculate and the measures of central tendency, measures of dispersion, correlation coefficient and regression analysis.		K2
CO 3	Choose a statistical method like mean, median, mode, geometric mean, harmonic mean, range, quartile deviation, mean deviations, Standard deviation, for solving practical problems and methods for estimating trend on time series.		K3
CO 4	Highlight statistical relationships between variables, co-efficient of variation, correlation and statistical indicators to solve simple business tasks.		K4
CO 5	Formulate and impart statistical tools and its implications to build skills for statistical inference of business data.		K5

<b>21AEU01</b>	<b>Ability Enhancement : I INFORMATION SECURITY</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO 1	Recall the fundamental concepts of Information Security,Risk and Security policies	3	K1
CO 2	Discuss the concepts of Risks, vulnerabilities, ethical and privacy issues		K2
CO 3	Apply the ideas in security planning and construct the policies		K3
CO 4	Categorize the Privacy, Ethical Issues, Laws, Software Issues and Crimes		K4
CO 5	Summarize Cryptography, cipher text and threats in information security		K5
<b>21NMU01A</b>	<b>Non- Major Elective : INDIAN WOMEN AND SOCIETY (Curriculum as recommended byUGC)</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	know women status in Indian society as an academic discipline	3	K1
CO2	interpret the various roles of women, challenges and issues faced by them in the society		K2
CO3	find out solutions to their legal issues and protect themselves from the violence against women		K3
CO4	critically analyze the lifestyle and challenges of women		K4
CO5	discuss the importance of women health and issues related to women in general		K5

<b>21CGU11</b>	<b>Core:XI: ADVANCED ACCOUNTING</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	explain the concepts of Partnership accounts, amalgamation accounts and holding company accounts.	4	K1
CO2	Solve problems on admission of partner, Retirement and death of partner, dissolution and insolvency of partner.		K2
CO3	Distinguish between internal reconstruction and externalreconstruction, holding and subsidiary company,		K3
CO4	apply the rules of Garner vs Murray case.		K4
CO5	analyse the accounting treatment at the time of admissionand retirement of partners.		K5
<b>21CGU12</b>	<b>Core : XII: BANKING THEORY LAW AND PRACTICE</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Spell out the meaning of banking, negotiable instruments, cheques, RTGS, NEFT. loan, pledge, hypothecation ,debit card and credit card	4	K1
CO2	explain the duties of banker while accepting the cheque and loan		K2
CO3	Apply the knowledge in hypothecation, pledge and using the cheque, NEFT, RTGS, debit card, debit card in transactions		K3
CO4	Analyse the importance of e-banking, mobile banking and reserve bank of India.		K4
CO5	Evaluate the credit control measures of Reserve Bank of India		K5

<b>21CGU13</b>	<b>Core : XIII COST ACCOUNTING</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	recollect various meaning and definition of the terminologies used in the Cost Accounting	4	K1
CO2	illustrate the techniques of costing, preparation of cost sheet, material control, control of idle time of labour, methods of calculation of labour turnover and classification of overheads.		K2
CO3	identify the costs and benefits of different costing systems, develop the application skill in drafting a cost sheet, estimation of tender, EOQ and methods of valuing material issue.		K3
CO4	differentiate methods of schedule costs as per unit of production, methods of calculating stock consumption, the various system of wage payment and methods of operating costing.		K4
CO5	Estimate the process losses, wastage, scrap, reconciliation of the profits of financial and cost accounting and treatment of profits in contract costing to determine optimal managerial decisions.		K5

<b>21CGU14</b>	<b>Core: XIV COMPANY LAW</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	spell out the meaning of company, promoters Memorandum of association, Articles of association, prospectus ,secretary, statutory meeting, winding up of company.	4	K1
CO2	explain the duties and functions of director.		K2
CO3	design the duties of company secretary in connection with the activities of the company.		K3
CO4	organize various types of company meetings and preparation of notice, agenda and minutes for company meetings.		K4
CO5	evaluate the procedure for winding up of company		K5
<b>21CGU15</b>	<b>Core : XV :Allied :IV BUSINESS ECONOMICS</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	paraphrase the different economic terminologies and laws	4	K1
CO2	illustrate the important economic concepts and theories applied in business economics		K2
CO3	identify the factors determining demand, elasticity of demand and supply		K3
CO4	examine the various methods of demand forecasting, pricing strategies under different market conditions and interpret the laws of productions and cost curves.		K4
CO5	evaluate the pricing and output decisions under different market structure and theories of factor pricing.		K5

<b>21SECGU01</b>	<b>Skill Enhancement:I COMPUTER APPLICATIONS IN BUSINESS</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO 1	Posses the basic knowledge of computers, network, operating system, E-commerce, System analysis and design, Management information system	4	K1
CO 2	Describe the functions of operating system,data processing units, internet and E-Commerce		K2
CO 3	Use of computer system, MIS to automate the routine work in various areas of business		K3
CO 4	Analyze the ethics of programming and use appropriate tools for a computer program		K4
CO 5	Discover the innovative use of programming and information system		K5
<b>21AEU02</b>	<b>Ability Enhancement: II CONSUMER RIGHTS (Curriculum as recommended by UGC)</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Memorize the procedure of redress of consumer complaints, and the role of different agencies in establishing product and service standards	4	K1
CO2	Explain the Consumer Protection Law in India		K2
CO3	Impart sound practical grounding about the practice of consumer law and the procedure Followed		K3
CO4	Evaluate the regulations and legal actions that helps to protect consumers		K4
CO5	Analyse the knowledge and skills needed for a career in this field		K5

<b>21CGU16</b>	<b>Core :XVI ENTREPRENEURIAL DEVELOPMENT PROGRAMME</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Recollect the basic terms such as entrepreneurs, entrepreneurship, interpreneurs, micro, small, and medium enterprises, start-ups, project finance, incentives and subsidies and industrial sickness.	5	K1
CO2	explain the domain concepts of entrepreneurship particularly objectives of entrepreneurship development programme, comparison of micro, small, medium industries with large scale industries, causes, symptoms and consequences of industries sickness.		K2
CO3	apply new ideas, creative and innovative skills in innovative start ups.		K3
CO4	analyze the business environment to identify business opportunities and contribution of women entrepreneurs, problems of start-ups, social cost benefits analysis and risk analysis.		K4
CO5	Evaluate the efficacy of different entrepreneurial strategies, phases of entrepreneurship development programme, the system of appraisal and rehabilitation of sick units.		K5
<b>21CGU17</b>	<b>Core : XVII DIRECT TAX LAWS AND PRACTICE</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	spell out the definitions of assessment year, previous year, assesses and various heads of income under Income Tax Act, 1961.	5	K 1
CO2	describe the concepts of income, exempted income, residential status of assesses, basis of charge and various provisions and rules under Income Tax Act including permissible deductions and set-off and carry forward of losses.		K 2
CO3	apply the income tax provisions, tax rate slabs, rebate and surcharge in computation of total income and income tax liability of individuals.		K 3
CO4	analyse the deductions permissible under section 80 C to 80 U.		K 4
CO5	determine the tax liability of an individual		K 5

<b>21CGU18</b>	<b>Core : XVIII AUDITING</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO 1	spell out the meanings of the various terminologies such as auditing, internal check, internal control, verification, vouching, valuation, audit report and investigation.	5	K1
CO 2	explain the various domain concepts in auditing like audit planning, types, vouching of trading transactions, depreciation, reserve, share capital and transfer audit and electronic auditing.		K2
CO 3	identify the methods of preparing audit programme, audit working papers, verifying, vouching of cash book & valuing of assets and liabilities book and commencing audit for a Joint Stock Company.		K3
CO 4	compare the internal check with internal control, verification with valuation and vouching, share with stock and auditing with e-auditing and investigation, share certificate with share warrant and reserves with provisions.		K4
CO 5	judge the effectiveness of the procedures to be followed by the auditors while preparing audit report, conduct investigation, vouching of cash book, audit of depreciation and computerized accounts.		K5
<b>21CGU19A/ 21CGU19B/ 21CGU19C</b>	<b>Core: XIX Institutional Training/ Article Ship Training/Mini Project</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO 1	recall the various practical thoughts about business	5	K1
CO 2	demonstrate the domain knowledge of business		K2
CO 3	apply the business knowledge in solving the problems in the organization		K3
CO 4	compare the theory with practical concepts of business		K4
CO 5	evaluate critically the policies, practices, theories of business		K5

<b>21CGU20</b>	<b>Core :XX Practical I COMPUTER APPLICATIONS PRACTICAL-I(Ms-Word, Ms-Excel &amp;Ms-Power Point)</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO 1	Recall the workings of Ms Word, Ms Excel and MsPower point	5	K1
CO 2	Demonstrate the procedures of creating word document,spread sheet and slides		K2
CO 3	Apply the editing and formatting techniques in Ms Word,Ms Excel and Ms Power point		K3
CO 4	Examine the various steps for preparing mail merge, pie chart and invitation in Ms Word, Ms Excel and Ms Power point respectively		K4
CO 5	Assess the performance of the wizard and templated used in Ms Word, Ms Excel and Ms Power point.		K5
<b>21CGU21A</b>	<b>Core : XXI Elective I ADVERTISING AND SALES PROMOTION</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO 1	summon up various terminologies used in advertising and sales promotion	5	K1
CO 2	outline the importance of Advertising agency, advertisement budget, advertisement layout, social media advertisement and sales force management.		K2
CO3	apply the skill in making an advertising copy, elements of copy writing and choose better sale promotion techniques and motivating techniques of sales force.		K3
CO4	Analyze the various advertising methods, role and importance of motivation of Salesman in promoting sales.		K4
CO5	Measure the controlling technique of salesmen like compensation and incentives		K5

<b>21CGU21B</b>	<b>Core : XXI Elective I FUNDAMENTALS OF BUSINESS ANALYTICS</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	spell out the meanings of various terminologies such as business analytics, types of analytics, data definition, types of data, data cleaning, data mining, data warehousing, Data summarization methods	5	K1
CO2	explain the importance of data quality, deal with incomplete data, digital data types, identify data requirements, OLAP architectural types, text mining, web analytics		K2
CO3	apply the techniques of data model, Data summarization methods, OLTP and OLAP Architectures		K3
CO4	analyze the needs of business analytics in different business application fields		K4
CO5	Evaluate the different techniques in business analytics for decisionmaking.		K5
<b>21CGU21C</b>	<b>Core : XXI Elective I BUSINESSFINANCE</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	summon up the various jargons used in Business Finance	5	K1
CO2	describe the different concepts of finance, financial planning, capitalization, capital structure, capital budgeting and cost of capital		K2
CO3	select the best financial plan, capital structure and sources of finance		K3
CO4	examine the procedures of financial planning, theories of capitalization, pattern of capital structure, process of capital budgeting and cost of capital		K4
CO5	verify the efficacy of the sound financial plan, capitalization theories, capital budgeting techniques and cost of capital		K5

<b>21SEU02</b>	<b>Skill Enhancement Course: II Life skills (Jeevan Kaushal) (Curriculum as recommended byUGC)</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Identify the common communication problems, what good communication skills are and what they can do to improve their abilities	5	K1
CO2	Demonstrate communication through the digital media		K2
CO3	Prepare themselves to situations as an individual and as a team.		K3
CO4	Analyse various leadership models, strengths and abilities to create their leadership vision		K4
CO5	Appraise their potential as human beings and conduct themselves properly in the ways of the world.		K5
<b>21PECGU01</b>	<b>Proficiency Enhancement BUSINESS AND COMMERCIAL KNOWLEDGE (SELF - STUDY)</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Recall the meaning and definitions of various business and commercial terminologies.	5	K1
CO2	Explain the characteristics of different forms of business organizations and functions of stock exchanges.		K2
CO3	Compare the nature of various forms of business organizations.		K3
CO4	Evaluate the functions of stock exchanges, methods of trading in stock exchanges and factors influencing demand and supply.		K4
CO5	Assess the essentials and qualities of successful businessmen.		K5

<b>21CGU22</b>	<b>Core : XXIII MANAGEMENT ACCOUNTING</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	recollect various meaning and definition of the terminologies used in the Management Accounting	6	K1
CO2	illustrate the fundamental knowledge on different ratios, working capital, cash flow and fund flow statements, marginal costing and budgetary control		K2
CO3	apply the techniques for computing ratios, working capital, cash from operations, break even sales, contribution, variable cost and sales.		K3
CO4	compare cost accounting, management accounting and financial accounting, fund flow analysis & cash flow analysis and forecasting & budgeting.		K4
CO5	determine different ratios, working capital, cash from operation, fund from operation, variable cost, contribution, break even sales, sales and closing cash balance		K5
<b>21CGU23</b>	<b>Core: XXIV GOODS AND SERVICES TAX</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO 1	recollect the basic concepts of indirect taxation and GST	6	K1
CO 2	demonstrate the concept of CGST, SGST, UTGST and		K2
CO 3	make use of gst portal, register under gst, file gst returns and apply for input credit.		K3
CO 4	analyze the difference between direct and indirect taxation and pros & cons of GST.		K4
CO 5	evaluate the taxation structure before and after implementation of GST, changing rates of GST and decisions of GST council.		K5

<b>21CGU24</b>	<b>Core : XXV Practical II COMPUTER APPLICATIONS PRACTICAL-II(Tally)</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Recall the workings of TALLY	6	K1
CO2	Demonstrate the procedures of creating a new company ,opening ledger, voucher, inventory details and creating cheque		K2
CO3	Apply the significance knowledge to derive the Trial balance, P&L Account, Balance sheet, cash book in TALLY.		K3
CO4	analyse the methods to find ratio and creating stockitems		K4
CO5	interpret the P&L Account, Balance sheet and cashbook		K5
<b>21CGU25A</b>	<b>Core : XXVI Elective II BRAND MANAGEMENT</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO 1	spell out the meaning and the concept of brand, brand vision, brand impact, brand rejuvenation & re-launch.	6	K1
CO 2	explain the knowledge of significance of brand, types of brand, brand ambassador, role of brand manager.		K2
CO 3	apply their skill to select brand name, brand PO sitioning, integrating marketing communication to buildthe brand equity.		K3
CO 4	analyse the impact of branding decisions, influencing the brand image building, new products and brand extension, maintaining brand performance over the product life cycle.		K4
CO 5	evaluate the brand image dimensions, brand audit, designing and implementing branding strategies.		K5

<b>21CGU25B</b>	<b>Core : XXVI Elective II BUSINESS ANALYTICS USING PYTHON</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO 1	recollect the basic concepts of Object Oriented Programming Concepts (OOPs), programming in Python, control structure, list and string functions, python file operations	6	K1
CO 2	visualize the python program using Python comments, control structures, list and string functions, turtle chart		K2
CO 3	applying the python scripts , python comments to createtables and files		K3
CO 4	analyze the need of different business application fields by running a python programme using different python functions.		K4
CO 5	evaluate business analysis techniques for decision makingusing python.		K5
<b>21CGU25C</b>	<b>Core : XXVI Elective II WORKING CAPITAL MANAGEMENT</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	spell out the special terms such as working capital, operating cycle, cash, receivables and inventory	6	K1
CO2	explain the concepts of working capital, cash, receivablesand inventory management		K2
CO3	identify the techniques of various tools used in working capital management in controlling working capital, cash, receivables and inventories		K3
CO4	diagnose the optimal level of working capital investment, motives for holding cash, cost of maintaining receivables and inventories.		K4
CO5	appraise the advantages of adequate working capital, cash, receivables & inventories and dangerous of redundant working capital, cash, receivables & inventories		K5

<b>21CGU26A</b>	<b>Core :XXVII Elective III MARKETING RESEARCH</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	define the concepts of marketing research, sampling, datacollection and research report.	6	K1
CO2	understand the elements and process of marketing research.		K2
CO3	apply the different techniques of marketing research by determining the ideal sample size and sampling		K3
CO4	analyse the business problem in a scientific approach.		K4
CO5	evaluate the business data and preparation of researchreport.		K5
<b>21CGU26B</b>	<b>Core :XXVII Elective III BUSINESS ANALYTICS USING TABLEAU</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	summon up the various terminology used in Tableausoftware	6	K1
CO2	visualize the data using tableau charts, data on the web andtime series analysis		K2
CO3	experiment data to link multiple sources such as web data, control panel actions, graphs, containers, table calculations, and more.		K3
CO4	solve the business issues in pertaining to business byapplying tableau programs		K4
CO5	forecasting the business activity efficiently by using tableauforecasting methods		K5

<b>21CGU26C</b>	<b>Core :XXVII Elective III INSITUTIONAL FINANCE</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	Recollect the meanings of institutional finance, savings, investments and finance, non banking financial institutions and foreign capital	6	K1
CO2	explain the various concepts of institutional finance particularly capital formation, importance of investment companies, need for foreign capital and factors affecting foreign capital.		K2
CO3	identify the role of all India Development banks, state level development banks, state level development banks, role of investment companies and NRI investment for economic development.		K3
CO4	Analyse the functions of financial intermediaries and international financial institutions in the economic growth		K4
CO5	appraise the growth of development banks and State level financial institutions, non-banking financial institutions and international investment banks.		K5
<b>21CGU27A</b>	<b>Core : XXVIII WOMEN INBUSINESS</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	recall the meaning of empowerment of women, women education, career training, women entrepreneur andsocial entrepreneurship.	6	K1
CO2	Elaborate the strategies for women empowerment, women development during five year plan, promotion of women entrepreneurs.		K2
CO3	identify the opportunities of women participation in economic development, women health-status, strategies of empowerment of women in business and various schemes for women entrepreneurship development.		K3
CO4	examine the social perceptive of women development, new roles of women and education, successful stories of women entrepreneurs in India.		K4
CO5	evaluate the performance of the various schemes for women entrepreneurship announced by the Government.		K5

<b>21CGU27B</b>	<b>Core : XXVIII Elective IV PROJECT WORK</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	List the thurst areas of research	6	K1
CO2	communicate the suggestions to solve the research problems		K2
CO3	apply the analytic thoughts to a body of knowledge		K3
CO4	infer the research related skills and reflect their thinking		K4
CO5	evaluate ethical awareness in the project		K5
<b>21SECGU03</b>	<b>Skill Enhancement : III COMMERCE PRACTICAL</b>	<b>SEMESTER</b>	<b>LEVEL</b>
CO1	recognize the various practical lists pertaining to the areas of commerce	6	K1
CO2	know the facts and figures to be filled in the different forms used in the field of commerce		K2
CO3	organize the essential data to fill the forms used in the business correspondence, taxation, marketing, share market, banking and any other business purposes		K3
CO4	categorize the details while preparing the blue print of an office, material requisition, pay roll, material order, advertisement copy and procedure for entering into contract		K4
CO5	verify the information gathered for preparing business reports, advertisement copy, resume, income and expenditure account		K5