

2021-2022

21CGP01	Core : I HIGHER CORPORATE ACCOUNTING	SEMESTER	LEVEL
CO1	explain the concepts of Partnership accounts, Voyage accounts, Lease Accounts, Inflation Accounts and Accounting Standards.	1	K1
CO2	Solve problems on partnership accounts, conversion of partnership into company, voyage accounts and inflation accounts.		K2
CO3	examine the importance of accounting standards, partnership accounts, lease accounts, inflation accounts and voyage accounts.		K3
CO4	determine the functions of various accounting		K4
CO5	construct accounts for admission, retirement/death of partners and dissolution of firm		K5
21CGP02	Core : II MARKETING MANAGEMENT	SEMESTER	LEVEL
CO 1	remember the basic concepts of market, marketing, selling, marketing management, components of marketing mix,channel of distribution,promotion mix and marketing research.	1	K 1
CO 2	demonstrate the importance of product planning, market segmentation, product pricing, sales promotion programme and elimination of middlemen		K 2
CO 3	adopt better pricing policies, channel of distribution of goods, promotional strategies.		K 3
CO 4	analyze the organizational structure of marketing, Role of marketing for economic development and effects of channel of distribution.		K 4
CO 5	evaluate the various pricing strategies, consumer behavior and market research.		K 5
CO 6	create a new consumer behavior model through market research to solve the marketing problems.		K 6

21CGP03	Core : III APPLIED COST ACCOUNTING	SEMESTER	LEVEL
CO1	Collect the important terms in cost accounting, target costing, life cycle costing and activity based costing	1	K1
CO2	demonstrate the various cost accounting concepts and practice in the industries and need for reconciliation of cost and financial statements		K2
CO3	apply the methods of cost accounting in ascertaining cost for different sectors		K3
CO4	distinguish between cost accounting & financial accounting cost accounting & management accounting , determine the various stock levels, labour turnover rate and machine hour rate		K4
CO5	evaluate the measures for economic utilization of material, labour and other expenses of cost in the production sector.		K5
CO6	assume the role of a cost accountant and construct a cost accounting reports based on the business data.		K6
21CGP04	Core : IV OFFICE AUTOMATION	SEMESTER	LEVEL
CO1	recollect the definitions of the different jargons used in Word Processor, Microsoft PowerPoint, Microsoft Excel, Tally.	1	K1
CO2	illustrate the MS OFFICE tools in preparing effective report, presentations, interest calculations, features of accounting software.		K2
CO3	experiment with MS Office and Tally software such as Opening an existing word document, Making changes in the document, Adding Graphics, Charts and Tables, Masters, Slide Transition in MS Power point, Spreadsheet basics, Formatting a Spreadsheet and excel work environment, creation of company in Tally accounting software.		K3
CO4	analyze the needs of different functions in MS OFFICE Tools, Conditional Functions, working With Large Excel Data Sets, Components of an Excel Workbook, finance functions in excel book and interest calculations in Tally software.		K4

CO5	evaluate the effectiveness of financial and statistical functions used in Microsoft Excel and Tally.		K5
CO6	design a suitable business document using office automation tools		K6
21CGP06	Core : VI Computer Applications Practical-I(Office Automation & Tally)	SEMESTER	LEVEL
CO1	Recall the workings of Ms Word, Ms Excel, Ms Powerpoint and Tally.	1	K1
CO2	Demonstrate the procedures of creating word document, spread sheet slides and creation of company		K2
CO3	Apply the editing and formatting techniques in Ms Word, Ms Excel, Ms Powerpoint and Tally.		K3
CO4	Examine the various steps for preparing mail merge, trend analysis, voucher entry and invitation in Ms Word, Ms Excel, Tally and Ms Powerpoint respectively.		K4
CO5	Assess the performance of the wizard and template used in Ms Word, Ms Excel and Ms Powerpoint.		K5
CO6	Create advertisement banner using Ms Word, prepare employee payroll using Ms Excel and stock summary using Tally.		K6
21CGP07A	Core : VII AGRICULTURAL MARKETING	SEMESTER	LEVEL
CO1	find the meanings of the terms in agricultural marketing and agricultural marketing research.	1	K1
CO2	outline the role of various marketing agencies, institutions, innovative marketing channels, cooperative marketing federations, regulated markets, Government sponsored national organizations and agricultural marketing research institutions.		K2
CO3	identify the importance of agricultural marketing, grading, standardization, quality control, problems in pricing, research in agricultural marketing and steps in marketing research.		K3
CO4	differentiate marketing of agricultural goods and manufactured goods, marketed surplus and marketable surplus and classify markets, marketing functions and regulated markets.		K4

CO5	evaluate the factors affecting demand and supply of farm products, factors affecting transport cost, defects in agricultural marketing and lines of improvement.		K5
CO6	conduct research to promote agricultural marketing.		K6
21CGP07B	Core : VII FINANCIAL MARKETS AND INSTITUTIONS	SEMESTER	LEVEL
CO1	list the various financial institutions and service institutions	1	K1
CO2	outline the features of money market, money market institutions, role of FDI.		K2
CO3	identify the role of commercial banks and industry development banks.		K3
CO4	analyse the development and weakness of financial system in India		K4
CO5	evaluate the expertise knowledge in the financial security and institution		K5
CO6	establish FDI regulations and its role.		K6
21CGP07C	Core : VII HUMAN RESOURCE MANAGEMENT	SEMESTER	LEVEL
CO1	remember essential terms in human resource management such as planning, recruitment, selection and placement, job analysis, training, performance appraisal and human resource outsourcing.	1	K1
CO2	illustrate the role of human resource manager and the significance of human resource planning, job description ,job specification and work life balance.		K2
CO3	identify the strategies and planning of human resource department, methods of job design, job redesign and methods of performance appraisal		K3
CO4	analyse the problems involved in placement, methods of trainingtechniques of wage fixation, right sizing of workforce, leave Management and handling absenteeism and attrition		K4
CO5	evaluate the implications of HRM in liberalized era, need for right sizing of workforce and measurements ,		K5

CO6	create a human resource policy to develop the talents , performances of employees and to attain the organization objective.		K6
20CGPVA02	INTRODUCTION TO DIGITAL MARKETING	SEMESTER	LEVEL
CO1	Acquire the basic knowledge about principles of Digital marketing, the changing role of intermediaries, changing nature of supply chain and payment systems, increasing their credibility among consumers.	1 & 2	K1
CO2	Understand the practices, technology, added value, recent trends and current scenario of the industry, Steps in Media Planning, behaviour and acquisition reports and risks in the adoption of Digital marketing,		K2
CO3	Familiarize the social media strategies on various platforms, SEM activities via Google Ads platform, methods of Web Analytics and Web Remarketing.		K3
CO4	Analyze the value creation & competitive advantage in a digital Business environment, Analytics to decode a website's audience, designing the best marketing strategy, by analyzing the factors influencing the consumer decision.		K4
CO5	Evaluate the various applications of Digital Business in the present day world, Create website tool to generate leads, apply digital marketing concepts to solving marketing challenges.		K5
CO6	Gain hands on experience in value creation & competitive advantage in a digital Business environment.		K6

21CGP08	Core : VIII Advanced Corporate Accounting	SEMESTER	LEVEL
CO1	explain the concepts of issues of bonus shares, profit prior to incorporation, final accounts of company, amalgamation, absorption, holding company, banking company, insurance company and investment company accounts.	2	K1
CO2	solve the accounting problems of various company accounts.		K2
CO3	distinguish between internal reconstruction and external construction, holding and subsidiary company, amalgamation and absorption and life insurance and general insurance company.		K3
CO4	compute capital profits, revenue profits and cost of control, rebate on bills discounted provisions regarding NPA in the context of bank accounts.		K4
CO5	prepare the final accounts of banking and insurance companies.		K5
CO6	impart skills in preparation of final accounts of joint stock company, amalgamation, holding accounts, bank accounts and insurance accounts.		K6
21CGP09	Core : IX Business Research Methods	SEMESTER	LEVEL
CO1	Remember the basic concepts of research and statistics.	2	K1
CO2	Understand the different types of research, sampling methods, methods of data collection and different types of research report.		K2
CO3	Apply appropriate technique of sampling for selection of samples, feasible data collection method and suitable hypothesis test in business research.		K3
CO4	Analyse the data using various tests of hypothesis.		K4
CO5	Evaluate the data using parametric test and non-parametric tests and draw meaningful interpretations.		K5
CO6	Conduct business research systematically and independently.		K6

21CGP10	Core : X INTRODUCTION TO MANAGERIAL ECONOMICS	SEMESTER	LEVEL
CO1	spell out the various terminologies used in managerial decision making.	2	K1
CO2	explain the concepts of demand and supply conditions and to assess the demand forecasting techniques.		K2
CO3	make use of break-even analysis in managerial decision making.		K3
CO4	examine production and cost analysis for the short run		K4
CO5	assess monetary and fiscal policies in solving for the macro economic problems.		K5
CO6	design competition strategies including costing, pricing, product differentiation and market environment according to the structures of the markets.		K6
21CGP11	Core : XI Business Analytics with Python	SEMESTER	LEVEL
CO1	spell out the basic concepts related to business analytics such as types and scope of analytics, types of data sources, data mining, data warehousing, forecasting methods, basic concepts of OOPs, programming in Python, tools in decision making.	2	K1
CO2	explain the importance of data quality, dealing with missing or incomplete data, Types of Data Sources, Association Rules and clustering, different types of forecasting methods, fitting models to data, writing comments in python, event driven programming		K2
CO3	identify the role of Data Scientist in Business & Society, decision trees in data mining, RDBMS data structures.		K3
CO4	Analyze the needs of business analytics in different business application fields, running a python script passing command line arguments, operations on dictionaries, operations on list.		K4
CO5	evaluate the techniques in business analytics for decision making and implement the numerical programming, data handling using python		K5
CO6	make an effective business decision using python		K6

21CGP13	Core : XIII Computer Applications Practical-II (Programming with Python)	SEMESTER	LEVEL
CO1	Recall the concepts of OOPS, Python version and python scripts	2	K1
CO2	Demonstrate the procedures of python scripts using control structures		K2
CO3	Apply the editing and formatting scripts in python		K3
CO4	Analyse the various steps for preparing for turtle bar chart, area of square, simple interest, compound interest, library data set using python		K4
CO5	Evaluate the performance of operations on python dictionaries and built in functions such as arithmetic operations, sorting the numbers, first and last record from the dataset		K5
CO6	Create python program for employee salary dataset and electricity bill		K6
21CGP14A	Core : XIV Elective II Services Marketing	SEMESTER	LEVEL
CO1	recollect the conceptual knowledge of service marketing, characteristic features of services ,service marketing mix and service quality	2	K1
CO2	explain the market segmentation for services tools for achieving service quality.		K2
CO3	identify the factors influence consumer behavior of different service sectors		K3
CO4	analyse the marketing mix of Personal care Marketing, Entertainment Marketing ,Education Marketing , Communication Marketing ,Electricity Marketing and the levels of customer's expectation in service marketing,		K4
CO5	evaluate the growth of Indian service sector , formulation of strategies for managing demand and supply and the determinants of global service quality		K5
CO6	create marketing strategies for various service sectors to improve service quality and customers .		K6

21CGP14B	Core : XIV Elective II Indian Stock Exchange	SEMESTER	LEVEL
CO1	recall the important terms such as capital market, stock exchange and internal stock trading, new issue market, primary market, investment management, speculation, gambling	2	K1
CO2	extend the advantages of primary market, functions of stock exchange and organisation structure.		K2
CO3	apply the methods of floating new issue and capital issue control		K3
CO4	analyse the methods of stock exchange trading, functions and working of SEBI.		K4
CO5	evaluate the measure of restricting Indian Stock Exchange, E-Commerce.		K5
CO6	exposure in online stock exchange operations.		K6
21CGP14C	Core : XIV Elective II Organizational Behaviour	SEMESTER	LEVEL
CO1	spell out the meanings of various terminologies such as organizational behaviour, perception, learning, morale, group dynamics and organisational conflicts.	2	K1
CO2	explain the various domain concepts in organizational behavior particularly the historical development of organisational behaviour, determinants of personality, motivation, job satisfaction, discipline, causes of indiscipline.		K2
CO3	utilize the organizational behavior context for modify the behavior of people in the organization.		K3
CO4	analyse the complexities associated with management of individual behavior and group behavior in the organisation.		K4
CO5	judge the model of organizational behaviour, theories of personality, motivation, learning, factors affecting perception and employee morale, group decision making, and grievance redressal mechanism.		K5
CO6	predict the challenges and opportunities for organizational behavior in a business organisation		K6

21AEPCG01	Ability Enhancement Course Cyber Security	SEMESTER	LEVEL
CO1	Recall the basic concepts of information security and its types	2	K1
CO2	Explain cyber space issues and cyber security measures		K2
CO3	Apply security measures to prevent ourselves from threats in social media		K3
CO4	Identify various risks and threats in cyber space		K4
CO5	Appraise the performance of social media, security issues and their measures		K5
CO6	Compose the real time examples using case studies		K6
20CGPVA03	Value Added Course PRACTICAL APPROACH TO DIGITAL MARKETING	SEMESTER	LEVEL
CO1	Acquire the basic knowledge about Traffic and leads in Digital marketing, various Business Categories, Google Pages for YouTube Channel, Managing and Editing Ads.	3 & 4	K1
CO2	Understand various contexts of Digital Marketing, the role of Facebook, Google Ad words, Youtube in digital marketing, creating and setting up face book account, Google Ad Types and Webmaster Tool.		K2
CO3	Familiarize the digital media campaign, Creating Facebook Pages, Featured Video, Competitor's Page, Designing Creative Image, Tracking Pixels Code, Connecting with Twitter		K3
CO4	Analyse the prevalent digital business models into various groups, Corporate Success Stories, Pricing Models in Google, Ad words, Billing and Account.		K4
CO5	Evaluate the Strategic Flow for Marketing Activities, Facebook Insights Reports, Channel Links, Boosting Page Posts, Remarketing strategies,		K5
CO6	Gain hands on experience in creating appropriate content for Facebook, Google Ad words and Youtube.		K6

21CGP15	Core : XV Accounting for Managerial Decision Making	SEMESTER	LEVEL
CO1	recall the different terms in the managerial decision making	3	K1
CO2	explain the basic concepts of various tools used in management accounting		K2
CO3	make use of the procedures, formula, techniques and methods for computing the results in the comparative statement, ratio analysis, fund flow, cash flow statements, marginal cost, standard cost and budgets		K3
CO4	examine the outcomes computed from the comparative statement, ratio analysis, cash flow statement, break even analysis, variance analysis and budgets		K4
CO5	interpret the variations found in the results obtained from comparative statement, ratio analysis, cash flow statement, break even analysis and variance analysis		K5
CO6	develop own common size statement, cash flow analysis statement, marginal costing tools and budget for a real time business operations		K6
21CGP15	Core : XV Accounting for Managerial Decision Making	SEMESTER	LEVEL
CO1	recall the different terms in the managerial decision making	3	K1
CO2	explain the basic concepts of various tools used in management accounting		K2
CO3	make use of the procedures, formula, techniques and methods for computing the results in the comparative statement, ratio analysis, fund flow, cash flow statements, marginal cost, standard cost and budgets		K3
CO4	examine the outcomes computed from the comparative statement, ratio analysis, cash flow statement, break even analysis, variance analysis and budgets		K4

CO5	interpret the variations found in the results obtained from comparative statement, ratio analysis, cash flow statement, break even analysis and variance analysis		K5
CO6	develop own common size statement, cash flow analysis statement, marginal costing tools and budget for a real time business operations		K6
21CGP16	Core : XVI Applied Direct Tax	SEMESTER	LEVEL
CO1	Define the basic concepts of income tax like income, assessee, previous year, assessment year, agricultural income, residential status and exempted incomes as per the Income Tax Act.	3	K1
CO2	Understand the rules and provisions of income tax under the five heads of income, Salaries, House Property, Profits and Gains of Business or profession and Capital gain.		K2
CO3	Compute the income tax of an individual under five heads of income.		K3
CO4	Analyse and apply the permissible exemptions and deductions to income		K4
CO5	Assess the income of an individual and suggest suitable tax planning measures to get maximum tax benefit admissible under Indian Income tax Act.		K5
CO6	Compute tax liability of an individual, tax planning and file the Income tax returns independently.		K6
21CGP17	Core : XVII Corporate Finance	SEMESTER	LEVEL
CO1	remember the phraseologies such as capital structure, cost of capital, capital budgeting and working capital	3	K1
CO2	elucidate the various theories involved in financial management		K2
CO3	identify the sources of finance, determinants of cost of capital, suitable credit, collection policies and forms of dividend		K3
CO4	solve the finance issues in pertaining to business using leverages, capital budgeting, cash flow and dividend policy		K4

CO5	determine optimal capital structure, working capital requirements, payback period, level of stock and dividend payout		K5
CO6	construct a sound capital structure and minimise cost of capital for making most profitable investment decision of a corporate firm		K6
21CGP18	Core : XVIII Business Environment	SEMESTER	LEVEL
CO1	relate the relationship between environment and business, micro and macro environment, cultural and ethical beliefs, financial institutions and various industrial policies.	3	K1
CO2	interpret the various statutory laws, concepts of privatization & globalization, types of economic system, technological upgradation in India and influence of various environmental factors on international business operations.		K2
CO3	employ business strategies for foreign entry market, state policies & economic reforms laid by the government, ways of privatization and tools to evaluate changes in an organization's business environment.		K3
CO4	conduct a business analysis of the local and national environment, relevant case law for the purpose of finding perspectives in international trade and the financial support offered by financial institutions.		K4
CO5	examine how different factors and trends in the external environment are likely to impact upon a proposed business, new industrial policies for international trade and multinational corporation.		K5
CO6	present a business environmental analysis and recommendations for risk avoidance and control mechanisms in domestic and foreign trade.		K6

21CGP20	Core : XXMini Project	SEMESTER	LEVEL
CO1	Remember the different thrust areas of research	3	K1
CO2	Demonstrate the research problems pertaining to Marketing, Finance and Human Resource Management		K2
CO3	apply statistical tools for analysing the data collected from the study area		K3
CO4	analyse and interpret the data for solving the research problems		K4
CO5	evaluate the demographic variables and factors influencing the behaviour pattern of the people		K5
CO6	expose survey practice to meet the challenges in the rapid changing world and prepare themselves for their career		K6
21CGP21A	Core : XXII Elective III Green Marketing	SEMESTER	LEVEL
CO1	outline the concepts of green marketing, green environment, green labeling, market segmentation, branding and green products.	3	K1
CO2	explain the significance of ethics and social responsibility, factors influencing environment and household consumption, demarketing , target market and price elasticity		K2
CO3	apply the process of pre and post purchase behaviour in Green Marketing		K3
CO4	analyze the factors influencing green marketing, Interaction between environment and consumption , Implementation of green Marketing Strategies		K4
CO5	evaluate the green product and process innovation framework, Competitive actions and consumer decision making.		K5
CO6	forecast and manage the Supply and Demand, future trends in green marketing and career opportunities.		K6

21CGP21B	Core : XXII Elective III Project Finance	SEMESTER	LEVEL
CO1	define and recall the key techniques of project finance, steps in project identification, equity & debt financing, contents of a project report and dimensions of a project.	3	K1
CO2	classify the various projects, types of industrial finance, project contracts, incentives & subsidies, internal & external finance and equity & debt financing.		K2
CO3	make use of Gantt charts and network techniques, funds offered by commercial banks, term loans, working capital advances, angel financing and contemporary transactions that indicate developments in the policy and practice of project and infrastructure funding.		K3
CO4	assess the proposed investment from the perspective of different stakeholders, including lenders, sponsors, investors and governments by various feasibility analysis techniques like market, technical, financial and economic analysis.		K4
CO5	build a credit rationale in order to make and substantiate investment decisions and techniques of project scheduling, project appraisal & project configuration.		K5
CO6	appreciate how the mechanisms in the transaction documents operate to protect the creditors from the risks using qualitative and quantitative tools to ensure protection of risk.		K6

21CGP21C	Core : XXII Elective III Labour Legislation	SEMESTER	LEVEL
CO1	recollect the fundamental legal terms in Companies Act, Factories Act, Workmen Compensation Act, Industrial Disputes Act, Payment of Wages Act, Minimum Wages Act, payment of Gratuity Act and Payment of Bonus Act	3	K1
CO2	summarize the role of legal provisions of various labour acts		K2
CO3	Compute wages, minimum wages, bonus and gratuity as per the respective Act		K3
CO4	Analyse the various provisions relating to settlement of industrial disputes		K4
CO5	Formulate, judge and make decisions on legal protection in Industrial disputes		K5
CO6	Design a suitable bonus plan, redressal mechanism and employees welfare facilities		K6
21COP06	Open Elective Net Banking and Practice	SEMESTER	LEVEL
CO1	Recollect the definitions of banker, customer, cheques, internet banking and cyber security	3	K1
CO2	Explain the general relationship between banker and customer, principles of sound bank lending, models of e-banking, process of EPS and security concepts.		K2
CO3	Make use of the customer services offered the banks such as operations of cheque, crossing, debit card, credit card, NEFT, Tele banking and electronic signature.		K3
CO4	Distinguish between traditional banking & e-banking, RTGS & NEFT, Malware and Trojans		K4
CO5	assess the essentials of valid a cheque, facets of E-banking, constrains in ebanking, electronic payment system and e-building solutions		K5
CO6	carry out all the internet banking transactions independently		K6

21PEPCG01	Proficiency Enhancement Banking and Insurance(SelfStudy)	SEMESTER	LEVEL
CO1	recall the important banking and insurance terminologies.	3	K1
CO2	outline the relationship between banker & customer, the benefits of debit cards, credit cards and smart cards, functions of Reserve Bank of India and Insurance Regulatory and Development Authority.		K2
CO3	identify the recent development in banking and insurance sector and procedure for claim and settlement of various insurance policy.		K3
CO4	distinguish between Electronic Clearing Services (ECS) and Electronic Fund Transfer (EFT), nomination and assignments in insurance and the various types of Life Insurance Plans.		K4
CO5	determine the legal framework of commercial banks, the requisite for telemarketing & electronic cheque and the powers of central government in IRDA functioning.		K5
CO6	practice case analysis and offer recommendations in the areas of banking and insurance.		K6
21CGP22	Core : XXIII International Business	SEMESTER	LEVEL
CO1	demonstrate the knowledge of various terminologies used in international business	4	K1
CO2	Understand the domain concepts and framework of international business, role of international economic organizations, export marketing, project consultancy and composition and direction of foreign trade.		K2
CO3	Identify the methods to calculate BOP and correct disequilibrium in BOP, procedures to maintain documents used in foreign trade, apply of foreign exchange theories in FOREX rate determination and fluctuations in FOREX .		K3
CO4	Compare balance of trade with balance of payment, export marketing from domestic marketing, tariff with non tariff barriers		K4

CO5	Assess the position and condition of BOP, changing scenario of international business, feasibility of export market entry, administration of exchange control system in India,		K5
CO6	Construct consultancy services proposal, interpret real BOP position and report on export market analysis		K6
21CGP23	Core : XXIV Investment Management	SEMESTER	LEVEL
CO1	remember the phraseologies such as capital structure, cost of capital, capital budgeting and working capital	4	K1
CO2	elucidate the various theories involved in financial management		K2
CO3	identify the sources of finance, determinants of cost of capital, suitable credit, collection policies and forms of dividend		K3
CO4	solve the finance issues in pertaining to business using leverages, capital budgeting, cash flow and dividend policy		K4
CO5	determine optimal capital structure, working capital requirements, payback period, level of stock and dividend payout		K5
CO6	construct a sound capital structure and minimise cost of capital for making most profitable investment decision of a corporate firm		K6
21CGP24	Core : XXV Applied Indirect Tax	SEMESTER	LEVEL
CO1	recall the meaning of indirect taxes, goods and services tax, input tax credit, composition levy, reverse charge under GST and customs duty.	4	K1
CO2	explain the features of indirect tax, GST, composition levy and objectives of customs duty.		K2
CO3	identify the difference between direct and indirect taxes, normal and composition GST, rate structure of GST, types of customs import duty and types of supply under GST.		K3

CO4	analyse the advantages and disadvantages of indirect taxes, benefits of GST, benefits and limitations of composition levy, benefits of registration and determine the time, place and value of supply.		K4
CO5	evaluate the applicability of reverse charge mechanism, computation methods of ITC, registration procedure and eligibility and conditions for taking input tax credit under GST.		K5
CO6	furnish GST returns online.		K6
21CGP26A	Core : XXVII Elective IVE-Marketing	SEMESTER	LEVEL
CO1	recall the various terminologies used in e-marketing, e-commerce, internet advertising, customer relationship management, C2C, C2B, B2C, B2B and online shopping.	4	K1
CO2	summarize the emerging trends in digital marketing by applying relevant consumer behaviour theories & frameworks, e-marketing mix, online consumer behaviour model and techniques of CRM.		K2
CO3	integrate marketing knowledge into online experiences for businesses & consumers, the skills required in conducting online research and research on online markets for selecting digital market opportunities.		K3
CO4	comprehend the importance of conversion of traditional marketing mix and working with digital relationship marketing, the use of digital marketing tools, issues, challenges, opportunities, cost & risk associated with electronic buying and the online consumer buying behaviour at different purchase stages.		K4
CO5	recommend appropriate online tools for achieving personal, business and organizational outcomes, the role of distribution channels, issues in adapting to globalized markets, the extended range of digital strategies & tactics and the consumer's satisfaction in online environment		K5

CO6	propose different types of portal technologies, tools necessary to overcome challenges and issues of marketing in a changing technological landscape.		K6
21CGP26B	Core : XXVII Elective IV International Financial Management	SEMESTER	LEVEL
CO1	reminisce about the technical terms such as time value of money, valuation, risk, return and foreign currency	4	K1
CO2	illustrate the techniques of time value of money, risk analysis and valuation of bonds.		K2
CO3	identify the present and future value of money, risks in capital budgeting and modes of payment in international trade		K3
CO4	analyse the reasons for time preference of money, investing in abroad and causes of risk		K4
CO5	measure the fair price of a bond, effect of portfolio risks and co-efficient of variations in risk analysis		K5
CO6	Promote the operation of international finance, working capital, foreign market management in a business firm.		K6
21CGP26C	Core : XXVII Elective IV Labour Welfare Services	SEMESTER	LEVEL
CO1	recollect the fundamental concepts' of labour welfare, importance of labour welfare, statutory welfare provisions	4	K1
CO2	illustrate the importance of voluntary labour welfare measures, working conditions and labour welfare schemes for special categories of labour.		K2
CO3	apply the labour welfare provisions for child labour, physically challenged labour and women workers		K3
CO4	analyse the problems of Indian labour and problems of agricultural/rural labour		K4
CO5	evaluate various schemes for labour welfare and social security provisions.		K5
CO6	formulate the suitable labour welfare measures and use relevant provisions of labour welfare in the industrial organisations.		K6

21CGP27	Core : XXVIII Project Work & Viva Voce	SEMESTER	LEVEL
CO1	recall the various practical thoughts about business	4	K1
CO2	demonstrate the domain knowledge of business		K2
CO3	apply the business knowledge in solving the problems in the organization		K3
CO4	compare the theory with practical concepts of business		K4
CO5	evaluate critically the policies, practices, theories of business		K5
CO6	Work independently in an organization		K6
21CGP06/ 21CGP12/ 21CGP19/ 21CGP25	COMPREHENSION IN COMMERCE (Self-Study/Online Exam)	SEMESTER	LEVEL
CO1	Recollect vocabularies used in commerce subjects	1, 2, 3 & 4	K1
CO2	demonstrate a literal comprehension of reading		K2
CO3	identify main idea in reading materials, books and other sources		K3
CO4	depict the level of understanding in the subject matter		K4
CO5	develop skills in succeeding in the interviews		K5
CO6	Create critical comprehension skills to appear NET/SLET Examination		K6

19CGPVA01	Value Added Courses Preparatory Course for NET / SET Examination	SEMESTER	LEVEL
CO1	Acquire the conceptual knowledge in the areas of Business environment, international business, business economics, business finance, research methodology and marketing management.	1 ,2 ,3 & 4	K1
CO2	Understand the nature of business environment, importance of international business, principles of business economics, scope of business finance which includes international financial market, research methods and statistical tools and the management of four marketing mix in modern marketing situation.		K2
CO3	Familiarize the various business environments, strategy adopted in international business, theories and laws of business environment, financial decision, and application of statistical tools in research methods and develop managerial ability in marketing.		K3
CO4	Analyse the various environments of business, factors influencing in international business, economic laws, financial decision making, statistical techniques for solving the research problems and marketing management techniques.		K4
CO5	Evaluate the environment suitable to business, government intervention to international business, determining the different financial market conditions, capital budgeting and working capital decisions, statistical and hypothetical techniques in research and intergrate the marketing mix strategy.		K5
CO6	Develop skill to appear for the competitive examination in the present scenario of business / commerce.		K6