

Class M.com III Semester		Semester : Odd
Subject: Merchant Banking and Financial Services		Paper : PG
S.NO	Course Outcome	
CO1	To understand the nature and management of merchant banking.	
CO2	Interpret the regulation and registration of merchant banking.	
CO3	Gain knowledge on code of conduct of managers in India.	
CO4	Critically evaluate the SEBI guidelines for merchant bankers.	
CO5	Understand the nature and types of financial services.	
CO6	Interpret what type of risk involved in financial services.	
CO7	Understand the regulatory framework of financial services.	
CO8	Appreciate the role of merchant bankers.	
CO9	Examine the causes and consequences of project financing and corporate restructuring.	

Class: M.Com III Semester		Semester: Odd
Subject: Marketing Research		Paper: PG
CO No.	Course Outcome	
CO1.	Understand the concept, nature, scope & importance of Marketing Research	
CO2.	Learning the steps in Marketing Research Process	
CO3.	Discussion about Problem Formulation	
CO4.	To know about various Research Design	
CO5.	Knowledge about Sampling Design	
CO6.	Designing of the Questionnaire	
CO7.	Understand the methods of Data Collection	
CO8.	Techniques of Scaling	
CO9.	Effects of Sampling & Non- Sampling Errors	
CO10.	Meaning, Process, Methodologies & Techniques of Qualitative Research	

Class: M.Com III Semester		Semester: ODD
Subject: Advertising Management		Paper:PG
S.NO	Course Outcome	
CO1	Understanding the concept of advertising and its importance	
CO2	How communication and advertising are interrelated and the process of communication	
CO3	Students will be able to understand the types of advertising, its management process	
CO4	Students will be able to analyse the impact of advertising on society with the ethics	
CO5	Basic knowledge of advertising budget and objectives	
CO6	Applied knowledge of advertising through copy development, creative styles, logos and appeals	
CO7	Students will understand the role and importance of media in advertising world	
CO8	Understanding of organization structure in advertising like advertising agency and client relationship	

Class- M.Com III Semester		Semester- ODD
Subject- Entrepreneurship Development		Paper-PG
S.NO.	Course Outcome	
CO1	Basic knowledge of concept of entrepreneurship	
CO2	Studying the different entrepreneurship development programs	
CO3	To understand the management of stress	
CO4	Knowledge of various factors and motives influencing the entrepreneurship	
CO5	Understanding the concept of small scale industry, its importance and various operational and managerial aspects of small scale industry	
CO6	To know about the specific products which are reserved for SSI only	
CO7	To know about the pollution standards and control	
CO8	Students will understand the importance of personal safety as well as personal protective equipments for safety at work place	

ClassM.com III Semester		Semester : Odd
Subject: Business Ethics		Paper : PG
S.NO	Course Outcome	
CO1	Understanding the concept and principles of ethics and its relationship between morality, value, law and religion.	
CO2	Knowledge about moral reasoning and the stage of moral and ethics development.	
CO3	Learning the theories of ethics in relation to business.	
CO4	Knowing the cause of ethical dilemma and how it can be resolved	
CO5	To understand the concept of globalization in business ethics	
CO6	Creating an ethical organization in relation to corporate governance	

CO7	To learn the relation of business ethics with consumer protection and environment protection
CO8	Role of outside stakeholders on ethics
CO9	Understanding the concept ,importance, function of corporate social responsibility

Class: M.Com IV Semester		Semester: Even
Subject: Project Planning & Control		Paper :PG
CO No.	Course Outcome	
CO1.	Helps in identification of investment opportunities	
CO2.	Generation of Project Ideas, screening & analysis	
CO3.	Project Feasibility Study & Project Planning	
CO4.	Regulatory Framework Of Government	
CO5.	Market & Demand Analysis of Project	
CO6.	Analyzing and Selecting the technology for production	
CO7	Sources of Fianance & learn how to raise funds	
CO8.	Planning the capital structure	
CO9.	Computation of profitability of project	
CO10.	Analyzing Breakeven Point	
CO11.	Preparation of Projected Balance Sheet, Profit & Loss Statement & Cash Flow Statement	
CO12.	Appraisal criteria under certainty, uncertainty & risk	
CO13.	Analyzing Social Cost Benefit by applying UNIDO & L&M approach	
CO14.	Monitoring & Evaluation of project using PERT/CPM techniques	

Class:M.Com	IV Semester	Semester: Even
Subject:	Service Marketing	Class: PG
CO	COURSE OUTCOMES	
CO 1	Discuss the meaning and classification of service marketing	
CO 2	Explain the buying process of services	
CO 3	Understand the concept of customer expectation and perception	
CO 4	Understand the meaning ,dimensions and models of service marketing	
CO 5	Discuss the meaning of relationship marketing	
CO 6	Explain the service market segmentation and targeting	
CO 7	Describe the customer retention strategies	
CO 8	Define service development, tell the steps of service development	
CO 9	Define serviceblueprinting, discuss approaches of service delievery	
CO 10	Describe the meaning of customers feedback and service recovery	
CO 11	Discuss the physical environment of services	
CO 12	Discuss the promotion and communication mix of services	
CO 13	Discuss the strategies of communication mix	
CO 14	Explain the meaning of pricing of services , also discuss the approaches and pricing strategies	
CO 15	Explain the meaning of distribution of services and its channels	
CO 16	Describe the strategies for effective service delievery	
CO 17	Examine the importance and roles of contact personnel	
CO 18	Describe the concept of managing service delievery employees	
CO 19	Explain the strategies of enhancing customer participation	
CO 20	Describe the concept of customer protection and ethics in services	

Class M.com IV Semester		Semester : Even
Subject: Supply Chain Management		Paper : PG
S.NO	Course Outcome	
CO1	Understand the concept and importance of supply chain management.	
CO2	Assess the integration of inbound and outbound logistics.	
CO3	Critically evaluate the role of SCM in a firm and economy.	
CO4	Analyse the Total-cost concept and system concept.	
CO5	To inculcate the integration of marketing channels and marketing mix.	
CO6	Understand the concept of inter firm coordination and cooperation.	
CO7	Analyse the site selection and management of warehouses.	
CO8	Understand how to handle the material and processing of orders.	
CO9	Gain knowledge of IT enabled supply chain management.	
CO10	Interpret the concept of supply chain management in Indian environment.	

Class: M.Com IV Semester		Semester: Even
Subject: Corporate Governance		Paper: PG
CO No.	Course Outcome	
CO1.	Understanding the concept, structure and process of Corporate Governance	
CO2.	Knowing about the Evolutionary Process of Corporate Governance	
CO3.	Learning how to improve the efficiency of corporate governance	
CO4.	Position of Globalisation in India	
CO5.	To know about the role and importance of corporate disclosure	
CO6.	To learn about the concept of Transparency and its Guidelines	
CO7.	To have knowledge about the concept of Business Ethics and learn why ethical practices are needed in business	
CO8.	To understand the concept, functions, power & legal provisions of Audit Committee	

CO9.	To discuss the role of Board of Directors in promoting good governance
CO10.	To have overview of the problems and issues in Indian Public Enterprises
CO11.	To have basic knowledge about agriculture and its corporatisation
CO13.	Understanding the term good governance in context of Mutual Funds
CO14.	Relevance of Depository system in present scenerio

Class: M.Com IV Semester		Semester: Even
Subject: International Human Resource Management		Paper: PG
S.No.	Course Outcome	
CO1	Understanding the concept , nature and trends of International Management	
CO2	Knowledge about the school of thoughts of International Management	
CO3	Studying the concept of comparative management and its models	
CO4	Analysis of issues in comparative management	
CO5	Studying the management styles and practices in USA , Japan , China , Korea , India and England	
CO6	Organisational design in different countries	
CO7	Understanding the concept of attitude , job satisfaction and perception across different cultures	
CO8	Understanding the concept of leadership , motivation and communication across cultures	
CO9	Knowledge about performance appraisal	
CO10	Knowledge regarding managing multinational business operations , finance , marketing	
CO11	Understanding of negotiating across cultures	