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2021 ONWARDS
COURSE OUTCOMES
SEMESTER - I

COURSE CODE:P21COT11

SUBJECT: MARKETING MANAGEMENT

COURSE OUTCOMES

The students will be able to

- CO1: Explain the marketing concepts
- CO2: Identify the strategies adopted for buyer's behavior.
- CO3: Analyse the tools for promotion, sales promotion and Advertising.
- CO4: Assess the marketing organization and control.
- CO5: Assess Customer Satisfaction, Benchmarking and Quality Management.

COURSE CODE: P21COT12

SUBJECT: INTERNATIONAL TRADE AND PRACTICE

COURSE OUTCOMES

- CO 1: Understand the concepts of international marketing and environment.
- CO 2: Analyze the determinants of market selection and market entry methods
- CO 3: Evaluate the various determinants of international marketing channels
- CO 4: Analyze the Export Procedure and Documentation
- CO 5: Examine the sources of Export Finance and Payment Terms.

COURSE CODE:P21COT13

SUBJECT: ADVANCED FINANCIAL MANAGEMENT

COURSE OUTCOMES

- CO1: Explain the various techniques of financial management and financial planning
- CO2: Make use of the relevance of capital structure, cost of capital and dividend policy with the value of the firm
- CO3: Analyze the financial plan, leverages, capital structure and cost of capital of a company
- CO4: Determine the optimal capital structure and value of a firm
- CO5: Estimate the cost of capital, optimum dividend and working capital requirements of business firms

COURSE CODE:P21COT14

SUBJECT: MANAGEMENT ACCOUNTING

COURSE OUTCOMES

- CO1: Define financial statement, cash flow statement, marginal costing, budgetary control and capital budgeting.
- CO2: Identify the types of ratios, cash flow activities, budgets, capital expenditure decisions
- CO3: Analyse the financial position of a business, cash flow, cost / volume / profit, master budget and investment proposals
- CO4: Interpret the results of ratios, cash flow activities, contribution, functional budget and capital budgeting
- CO5: Solve the managerial problems by adapting the techniques of management Accounting

COURSE CODE:P21COP11

SUBJECT: COMPUTERISED ACCOUNTING WITH TALLY

COURSE OUTCOMES

- CO1: Possess skills to create a company with accounting and inventory features.
- CO2: Work with the well-known procedure for recording the transactions in accounting and inventory vouchers.
- CO 3: Prepare Bank reconciliation statement and debtors, creditors management
- CO4: Analyze the reports like Day Book, Trial Balance, Profit & Loss A/c, Income and Expenditure Account, Balance Sheet & Printing option
- CO 5: Examine the legal aspects of GST and Income Tax calculations.

COURSE CODE:P21COS11

SUBJECT: EMPLOYABILITY SKILLS –SOFT SKILL DEVELOPMENT (PRACTICAL)

COURSE OUTCOMES

- CO1: Effectively communicate through verbal/oral communication and improve the listening skills
- CO2: Write precise briefs or reports and technical documents.
- CO3: Actively participate in group discussion / meetings / interviews and prepare & deliver presentations.
- CO4: Become more effective individual through goal/target setting, self-motivation and practicing creative thinking.

CO5: Function effectively in multi-disciplinary and heterogeneous teams through the knowledge of team work, Inter-personal relationships, conflict management and leadership quality

SEMESTER – II

COURSE CODE:P21COT21

SUBJECT: MODERN BANKING AND INSURANCE

COURSE OUTCOMES

CO1: Understand and remember the principles of lending, credit, cash and marketing management aspects of the banking sector

CO2: Identify the procedures for lending & recovery of loan and marketing risks

CO3: Analyze the causes for NPA, norms for credit appraisal and market segmentation

CO4: Assess the management practices of banks CO5: Adapt the principles of credit, cash and risk management

COURSE CODE:P21COT22

SUBJECT: ADVANCED COST ACCOUNTING

COURSE OUTCOMES

CO1: Explain the concepts of activity based costing, target costing, life cycle costing, standard costing, value chain and value added

CO2: Apply the various cost management techniques

CO3: Analyze the techniques of cost management

CO4: Interpret the results arrived through the cost management techniques

CO5: Adapt the strategic areas of cost management system in a manufacturing concern.

COURSE CODE:P21COT23

SUBJECT: BUSINESS RESEARCH METHODS

COURSE OUTCOMES

CO1: Explain the conceptual framework of research design

CO2: Apply the suitable statistical tools for analyzing the problem and infer the results

CO3: Analyze the primary and secondary data

CO4: Assess the research problems

CO5: Design the research reports.

COURSE CODE:P21COT24 SUBJECT: QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS

COURSE OUTCOMES

CO1: Draw inferences from sample data regarding the relevant population.

CO2: Apply mathematical techniques to problem solving

CO3: Calculate and interpret the nature of correlation between variables

CO4: Apply appropriate mathematical tools to financial data including discounting and investment appraisal

CO5: Explain probability and be able to use a range of techniques to calculate probabilities

COURSE CODE:P21COT25 SUBJECT: INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

COURSE OUTCOMES

CO1: Illustrate the various investment avenues, theories of security, derivatives and risk management and portfolio management

CO2: Apply the theories of securities analysis and portfolio management

CO3: Analyze the various investment alternatives and derivatives

CO4: Appraise the techniques of derivatives in minimizing the risk

CO5: Choose the best portfolio combination and derivatives.

SEMESTER – III

COURSE CODE:P21COT31

SUBJECT: INDIRECT TAXATION

COURSE OUTCOMES

CO1: Explain the concepts of Goods and Services Tax Act and Customs Act

CO2: Apply the GSTN Portal in business

CO3: Categorize the transactions under CGST, SGST, IGST and UTGST

CO4: Appraise the mechanism of Goods and Services Tax System

CO5: Prepare the tax planning and tax management for payment of tax and filling of tax returns.

COURSE CODE:P21COT32

SUBJECT: FINANCIAL MARKETS AND SERVICES

COURSE OUTCOMES

CO1: Understand the role and function of the financial system in reference to the macro economy.

CO2: Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.

CO3: Evaluate and create strategies to promote financial products and services.

CO4: Make an informed judgement about whether or to what extent a financial market satisfies the conditions of an efficient market

CO5: Identify the main factors that could detract from that efficiency.

COURSE CODE:P21COT33

SUBJECT: ADVANCED CORPORATE ACCOUNTING

COURSE OUTCOMES

CO1: Outline the basic concepts of corporate accounting

CO2: Identify the accounting procedures of various forms of companies

CO3: Analyze the internal and external reconstruction, performing asset and nonperforming asset

CO4: Determine the purchase consideration, capital and revenue profits and profit / loss of bank, insurance and electricity companies

CO5: Prepare financial statements for various companies.

COURSE CODE:P21COT34

SUBJECT: STRATEGIC MANAGEMENT

COURSE OUTCOMES

CO1: The students will, by means of a large project report written in groups, obtain training in analysing the strategic situation of a real technology based company, and in developing suggestions for change and development of the company's strategy. Thereby, the students will also acquire experience with working in groups as well as with writing reports for a company.

CO2: The students will, by means of lectures and a written exam, be encouraged to reflect on and combine key perspectives and frameworks within the field of strategic management.

CO3: The student will analyze a company strategic situation, with particular emphasis on strategic analyses on the business level, the corporate level, and the network level

CO4: The student will develop suggestions for change and development of a company's strategy.

CO5: The student will understand specific knowledge of perspectives, frameworks and concepts within strategy formation, strategic change, and strategic innovation.

COURSE CODE:P21COT35

SUBJECT: INCOME TAX AND TAX PLANNING

COURSE OUTCOMES

CO1: Understand the basic concepts of Income Tax Act

CO2: Identify the exempted incomes from all heads of incomes

CO3: Analyze the procedures for computing taxable incomes from five heads.

CO4: Determine the taxable income of different heads of income

CO5: Prepare the statement of tax liability of an individual

COURSE CODE:P21COT36

SUBJECT: BUSINESS ANALYTICS

COURSE OUTCOMES

CO1: To gain introductory and application knowledge on ecommerce

CO2: Identify and assess the impact of digital technology in transforming the business environment and also the customer journey.

CO3: Explain the way marketers think, conceptualize, test continuously to optimize their product search on digital platforms.

CO4: Demonstrate their skills in digital marketing tools such as Social media, and Blogging for engaging the digital generation.

CO5: Introduction of AI in Digital Marketing

SEMESTER - IV

COURSE CODE:P21COE411

SUBJECT: MANAGERIAL ECONOMICS

COURSE OUTCOMES

CO1: Understand the roles of managers in firms

CO2: Understand the internal and external decisions to be made by managers
CO3: Analyze the demand and supply conditions and assess the position of a company
CO4: Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.
CO5: Analyze real-world business problems with a systematic theoretical framework.

COURSE CODE:P21COE412

SUBJECT: BUSINESS ETHICS

COURSE OUTCOMES

CO1: Re-examine their knowledge of business and economic concepts from an ethical perspective;
CO2: Explain and illustrate the importance, for business and the community, of ethical conduct;
CO3: Recognize and resolve ethical issues in business;
CO4: Reflect on and critically examine their own values and the importance of the ethical dimension in business and workplace decision making; and,
CO5: Confidently apply systematic ethical reasoning to business dilemmas and communicate effectively in oral and written forms these, using the concepts, logic and rhetorical conventions of business ethics.

COURSE CODE:P21COE421

SUBJECT: BUSINESS ENVIRONMENT

COURSE OUTCOMES

CO1: Understand the concepts of business, legal, cultural and global environments.
CO2: Make use of the provisions of business legislations
CO3: Analyze the internal, external, micro and macro business environments.
CO4: Assess the business competitions
CO5: Solve and manage the business related problems.

COURSE CODE:P21COE422

SUBJECT: ORGANISATIONAL BEHAVIOUR

COURSE OUTCOMES

CO1: Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.
CO2: Demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization.
CO3: Analyze the complexities associated with management of the group behavior in the organization.
CO4: Demonstrate how the organizational behavior can integrate in understanding the motivation (why) behind behavior of people in the organization.
CO5: Synthesize related information and evaluate options for the most logical and optimal solution such that they would be able to predict and control human behavior and improve results.

COURSE CODE:P21COR41

SUBJECT: PROJECT

COURSE OUTCOMES

CO1: Understand and identify the real life problem which needs the solution
CO2: Make the survey for the collection of the data required for the study
CO3: Test the hypothesis by applying the appropriate statistical tools, infer the results drawn and report the suggestions
CO4: Emerge as a leader by suggesting suitable solutions to the problems
CO5: Co-ordinate and execute research related work as a member of research team and apply ICT tools for research independently.

COURSE CODE:P21CON211

SUBJECT: FUNDAMENTALS OF MARKETING

COURSE OUTCOMES

CO1: Demonstrate understanding of marketing terminology and concepts.
CO2: Identify wants and environmental factors that shape marketing activities for certain target markets.
CO3: Demonstrate knowledge of the individual components of a marketing mix.

C04: Demonstrate knowledge of key business communication strategies within the marketing field.
C05: Identify the organizational processes involved in the planning, implementation and control of marketing activities.

COURSE CODE:P21CON212

SUBJECT: FUNDAMENTALS OF BANKING

COURSE OUTCOMES

C01 -Evaluate the performance of the banking industry.

C02 -Discuss bank lending policies and procedures.

C03 -To elucidate the broad functions of banks

C04 - To grasp the conduct of monetary policy and its effect on the interest rate, credit availability, prices, and the inflation rate

C05- To express opinions about banking in written and oral form, based on the basic knowledge and skills acquired