



## PG DEPARTMENT OF COMMERCE AND MANAGEMENT

### COURSE OUTCOMES

**At the end of the course students will be able to:**

#### **Marketing Management**

**CO<sub>1</sub>:** Understand the different components of marketing environment and their impact on marketing decisions.

**CO<sub>2</sub>:** Understand the product, pricing decisions and follow the ethics while taking product and pricing decisions.

**CO<sub>3</sub>:** Have knowledge on distribution logistics and promotion mix and follow the ethics while taking distribution and promotion decisions.

**CO<sub>4</sub>:** Understand the components of MIS and steps involved at the time of carrying marketing research.

**CO<sub>5</sub>:** Have knowledge on recent trends in marketing.

#### **Financial Management**

**CO<sub>1</sub>:** Understand the overall role of finance function.

**CO<sub>2</sub>:** Demonstrate basic financial management knowledge.

**CO<sub>3</sub>:** Learn the time value of money and its utility in risk return framework.

**CO<sub>4</sub>:** Evaluate capital projects using variety of advanced capital budgeting techniques.

**CO<sub>5</sub>:** Gain knowledge about dividend policies, working capital management and capital structure decisions, etc.

#### **Economics for Managerial Decisions**

**CO<sub>1</sub>:** Acquire knowledge about the basic concepts of economics like utility, opportunity cost, managerial concepts and time value of money.

**CO<sub>2</sub>:** Gain the knowledge of law of demand and supply

**CO<sub>3</sub>:** Analyze the theory of cost and production skills of measuring elasticity, etc.

## **Organizational Behavior**

**CO<sub>1</sub>:** Analyze the behavior of individuals and group in organization in terms of the key factors that influences organizational behavior.

**CO<sub>2</sub>:** Assess the potential effects of organizational level factors, such as structure, culture and change an organizational behavior.

**CO<sub>3</sub>:** Analyze organizational behavior issues in the context of organizational behavior theories, models and concepts.

**CO<sub>4</sub>:** Describe the need for and significance of motivation in modern organization.

## **Quantitative Techniques**

**CO<sub>1</sub>:** Apply quantitative techniques to solve a variety of business problems.

**CO<sub>2</sub>:** Learn the feasible solution and optimal solutions for the Linear Programming Problems.

**CO<sub>3</sub>:** Understand the concepts of PERT and CPM techniques and their applications.

**CO<sub>4</sub>:** Acquire knowledge on Transportation and Assignment problems and their solutions.

**CO<sub>5</sub>:** Acquire knowledge on Decision Tree Techniques.

## **Business Research Methods**

**CO<sub>1</sub>:** Understand the concepts of research, types of research, research design and formulation of research problem.

**CO<sub>2</sub>:** Acquire knowledge on different sources of data collection for research and understand the concept of sampling and its techniques.

**CO<sub>3</sub>:** Understand the process of analysis of the collected data by using statistical techniques.

**CO<sub>4</sub>:** Understand the concept of hypothesis and its testing procedures.

**CO<sub>5</sub>:** Acquire the knowledge on drafting a research report.

## **International Financial Management**

**CO<sub>1</sub>:** Understand the concept of international financial management and difference between IFM and DFM.

**CO<sub>2</sub>:** Forecast foreign exchange rate.

**CO<sub>3</sub>:** Understand the different types of risks involved in foreign exchange market and techniques to manage the risk.

**CO<sub>4</sub>:** Understand the different sources of finance for international business.

**CO<sub>5</sub>:** Have an overview on concept of International Working Capital Management and Techniques of International Capital Budgeting.

### **Financial Markets and Institutions**

**CO<sub>1</sub>:** Understand the different components of financial system.

**CO<sub>2</sub>:** Acquire knowledge on structure and instruments of Money Market and Capital Market.

**CO<sub>3</sub>:** Understand the theory and structure of interest rates.

**CO<sub>4</sub>:** Understand the concept and functions of commercial banks.

**CO<sub>5</sub>:** Have knowledge on different investment institutions and their working.

### **Corporate Accounting**

**CO<sub>1</sub>:** Understand the regulatory environment in which companies are formed and operate in India.

**CO<sub>2</sub>:** Acquire an expert knowledge in corporate accounting concepts such as holding company accounts, amalgamation, liquidation, etc.

**CO<sub>3</sub>:** Prepare financial statements of joint stock as per Indian accounting standards and Companies Act, 2013.

**CO<sub>4</sub>:** Understand the procedure followed for valuation of shares and goodwill of the company.

### **Accounting for Specialized Institutions**

**CO<sub>1</sub>:** Understand the procedure of preparation of final accounts of insurance companies.

**CO<sub>2</sub>:** Acquire an expert knowledge in preparation of accounts of hotels, electricity companies and hospitals.

**CO<sub>3</sub>:** Gain knowledge of Banking Regulation Act and how bank maintains its accounts in practice.

**CO<sub>4</sub>:** Acquire knowledge of various specialized accounting practices.

### **Corporate Restructuring**

**CO<sub>1</sub>:** Understand the concepts and different forms of restructuring.

**CO<sub>2</sub>:** Understand different motives for mergers and methods of financing mergers.

**CO<sub>3</sub>:** Understand the methods of valuation of target firms and legal procedure for mergers in India.

**CO<sub>4</sub>:** Understand the different types of takeovers and their defenses and SEBI takeover code.

## **Business Ethics and Corporate Governance**

**CO<sub>1</sub>:** Define, explain and illustrate the theoretical foundation of business ethics.

**CO<sub>2</sub>:** Confidently apply systematic ethical reasoning to business dilemmas and communicate in oral and written forms using the concepts, logics and rhetorical conventions of business ethics.

**CO<sub>3</sub>:** Demonstrate a solid understanding of the purpose and nature of corporations.

**CO<sub>4</sub>:** Critically assess governance concerns for Individual Corporation and their stakeholders.

## **Human Resource Development**

**CO<sub>1</sub>:** Differentiate between human resource development and human resource management.

**CO<sub>2</sub>:** Assess HRD needs and Design, Implement and evaluate HRD programmes.

**CO<sub>3</sub>:** Understand how to maximize learning reasons for individual differences in learning process and principles of learning.

**CO<sub>4</sub>:** Understand different HRD activities and their applications.

**CO<sub>5</sub>:** Understand HRD practices in Government organizations, Defense, Police, Private and Public sector units.

## **Managerial Accounting**

**CO<sub>1</sub>:** Acquire knowledge on Tools and Techniques of Managerial Accounting.

**CO<sub>2</sub>:** Able to apply Marginal Costing in decision making and prepare Break Even Charts and Profit Graphs.

**CO<sub>3</sub>:** Understand the reasons for preparing Fund Flow and Cash Flow statements and their differences.

**CO<sub>4</sub>:** Acquire knowledge on different techniques of uniform costing and inter-firm comparison.

**CO<sub>5</sub>:** Acquire knowledge on different techniques of uniform costing and inter-firm comparison.

## **Business Environment**

**CO<sub>1</sub>:** Understand key concepts from economics, political and social analysis as they pertain to the design and evaluation of environmental policies and institutions.

**CO<sub>2</sub>:** Outline how an entity operates in business environment

**CO<sub>3</sub>:** Acquire knowledge of various techniques used for business analysis of a business unit.

## **International Business**

**CO<sub>1</sub>:** Identify and evaluate the complexity of IB of globalization from home v/s host country and regional actuarial perspective.

**CO<sub>2</sub>:** Analyze relationship between IB and the Political, Economic, Legal and Social Policies of countries, region and international institutions.

**CO<sub>3</sub>:** Develop a framework to support successful decision making.

## **Security Analysis and Portfolio Management**

**CO<sub>1</sub>:** Understand various alternatives available for investment.

**CO<sub>2</sub>:** Learn to measure risk and return.

**CO<sub>3</sub>:** Find the relationship between risk and return.

**CO<sub>4</sub>:** Learn the various methods of fundamental and technical analysis.

## **Innovations in Accounting**

**CO<sub>1</sub>:** Understand methods of accounting of inflation and ICAI guidance note on price level accounting.

**CO<sub>2</sub>:** Understand the need and significance of HRA and different methods available for valuation of human resources.

**CO<sub>3</sub>:** Understand the importance of social and environmental accounting as well as social and environmental practices of Indian companies.

**CO<sub>4</sub>:** Understand Brand and its valuation methods.

**CO<sub>5</sub>:** Understand ethical issues involved in creative accounting and role of forensic accounting in control of creative accounting.

## **Mutual Funds**

**CO<sub>1</sub>:** Understand the concept and structure of mutual funds in India.

**CO<sub>2</sub>:** Understand the documentation required for investment in mutual funds.

**CO<sub>3</sub>:** Have knowledge on measures of return, risk and performance of mutual funds.

**CO<sub>4</sub>:** Understand different mutual fund products and their features.

**CO<sub>5</sub>:** Have an overview on mutual fund tax provisions.