

Holy Cross College (Autonomous), Nagercoil
Kanyakumari District, Tamil Nadu.
Accredited with A⁺ by NAAC - IV cycle – CGPA 3.35

Affiliated to
Manonmaniam Sundaranar University, Tirunelveli



Semester I - IV

POs, PSOs & COs

DEPARTMENT OF COMMERCE



2023-2026

(With effect from the academic year 2024-2025)

PROGRAMME EDUCATIONAL OBJECTIVES (PEOS)

PEOs	Upon completion of M.Com Degree Programme, the graduates will be able to:
PEO 1	utilize computational technology to solve social and financial issues and topursue research.
PEO 2	exercise professional skills, values, team spirit and leader ship to face challenges and to contribute building the nation.
PEO 3	continue to learn and advance their career in industry both public and private sectors, government and academia.

Programme Outcomes (POs) - COMMERCE

POs	Upon completion of M. Com Degree Programme, the graduates will be able to:
PO1	apply high level knowledge and skills in various fields of commerce
PO2	obtain opportunities in research, writing, communication, and Publication skills.
PO3	identify and analyse functional management issues at various levels of career advancement
PO4	develop competency and skills to pursue higher level programmes in commerce and industry
PO5	function effectively as a member or leader in teams by demonstrating soft skills, coping skills, and human values
PO6	sensitize professional ethics and societal needs which lead them for holistic development
PO7	learn independently for lifelong to execute professional, social, and ethical responsibilities promoting sustainable development

Programme Specific Outcomes (PSOs)

PSOs	Upon completion of M.Com Programme, the graduates will be able to:	Mapping with POs
PSO1	design and implement accounting, marketing, finance and HR systems and practices grounded in research that comply with mercantile laws, leading the organization towards growth and development.	PO1, PO2
PSO2	exhibit entrepreneurial ability by enhancing critical thinking, problem solving, decision making and leadership skills that will facilitate startups and high potential organizations.	PO4, PO5
PSO3	practice different techniques of communication and research and apply them in business and progression.	PO2
PSO4	facilitate production of employable, ethical and innovative professionals to sustain in the dynamic business world.	PO1, PO3
PSO5	practice business and professional ethics to embrace moral and ethical values in business and personal life.	PO6, PO7

Mapping of POs and PSOs

POs	PSO1	PSO2	PSO3	PSO4	PSO5
PO 1	S	S	S	S	M
PO 2	M	S	S	M	S
PO 3	M	M	S	M	M
PO4	S	S	M	S	S
PO5	M	S	S	S	M
PO6	S	S	S	M	S
PO7	S	M	M	S	S

COURSE OUTCOMES
SEMESTER I
CORE COURSE I: BUSINESS FINANCE
Course Code : AP231CC1

On the successful completion of the course, the students will be able to:		
1	remember the basic finance concepts	K1 &K2
2	understand the risk and determine its impact on return	K2 & K4
3	apply leasing methods and other sources of finance for startups	K3 &K5
4	apply cash receivable and inventory management techniques	K3 &K5
5	evaluate techniques of long-term investment decision incorporating risk factor	K5 &K6
6	understand the difference criteria used to evaluate proposed investment (ex. NPV, profitability Index, Payback Period	K2 & K4

K1 -Remember, **K2** – Understand, **K3** – Apply, **K4**- Analyse, **K5** – Evaluate, **K6** - Create

SEMESTER I
CORE COURSE II: DIGITAL MARKETING
Course Code : AP231CC2

On the successful completion of the course, student will be able to:		
1.	explain the dynamics of digital marketing	K1 & K2
2.	recognize online marketing mix	K1 & K3
3.	illustrate digital media channels	K3
4.	criticize online consumer behavior	K4
5.	measure social media data	K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create

SEMESTER I
CORE COURSE III: BANKING AND INSURANCE
Course Code : AP231CC3

On the successful completion of the course, student will be able to:		
1.	relate the transformation in banking from traditional to new era of banking	K1 & K2
2.	apply modern techniques of digital banking in business and day to day life	K2 & K3
3.	evaluate the role of insurance sector	K2 & K5
4.	examine the regulatory mechanism of customer service in insurance and the relevant regulations	K1 & K4
5.	assess risk mitigation strategies and its impact in banking and insurance industry	K2 & K5

K1 - Remember; **K2** - Understand; **K3** – Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create

SEMESTER I
ELECTIVE COURSE I: a) SECURITY ANALYSIS AND PORTFOLIO
MANAGEMENT
Course Code : AP231EC1

On the successful completion of the course, student will be able to:		
1	understand the investment options and structure of a portfolio	K2
2	assess the value of Equity Shares, Preference Shares and Bonds	K5
3	analyse stock performance through fundamental and technical analysis	K4
4	evaluate the portfolio performance.	K5
5	recall the various Portfolio Theories.	K1

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create

SEMESTER I
ELECTIVE COURSE I: b) OPERATIONS RESEARCH
Course Code : AP231EC2

On the successful completion of the course, student will be able to:		
1	understand the application of operations research in business	K1 & K2
2	application of transportation models to minimize the transportation cost	K3
3	apply the game theory and analyze mixed strategies to overcome the competitors	K3 & K4
4	prioritize the net work analysis to enhance effectiveness	K5
5	construct the decision tree to select the best among the alternatives	K5 & K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create

SEMESTER I
ELECTIVE COURSE I: c) INTERNATIONAL FINANCIAL MANAGEMENT
Course Code : AP231EC3

On the successful completion of the course, student will be able to:		
1	explain the importance and nature of international flow of funds	K2
2	analyse the fluctuations in exchange rate and impact on exchange markets	K4
3	analyse the techniques of international investment decisions for building a better portfolio	K4
4	explain the flow of funds in the international banks	K2
5	examine various international financial market instruments	K4

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze

SEMESTER I
ELECTIVE COURSE II: a) LABOUR LAWS
Course Code : AP231EC4

On the successful completion of the course, student will be able to:		
1	recall the basic labour legislations pertaining to Trade Unions	K1
2	discuss on various provisions of the Factory's Act and Equal Remuneration Act	K2 & K4
3	assess provisions relating to the workmen's compensations and state insurance.	K4
4	examine provisions relating to payment of wages and minimum wages.	K5
5	identify the provisions of provident fund, gratuity and bonus schemes.	K4

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create

SEMESTER I
ELECTIVE COURSE II: b) STRATEGIC HUMAN RESOURCE
MANAGEMENT

Course Code : AP231EC5

On the successful completion of the course, student will be able to:		
1	understand the fundamental strategic human resource management	K1
2	recognize the models of strategic human resource management	K1
3	integrate and apply the knowledge of various strategies in human resource Management in the corporate arena	K3
4	assess drafting of HR policies	K5
5	explore the latest trend in the strategic human resource management.	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6**– Create

SEMESTER I

ELECTIVE COURSE II: c) INSOLVENCY LAW AND PRACTICE

Course Code : AP231EC6

On the successful completion of the course, student will be able to:		
1	recall the concepts, need for the insolvency and bankruptcy code 2016.	K1
2	analyse the provisions relating to corporate insolvency resolution process, insolvency resolution of corporate persons and resolution strategies	K1
3	analyse the legal provisions of liquidation of corporate person, companies and adjudication and appeals for corporate persons	K3
4	summarise the provisions relating to Cross Border Insolvency	K5
5	examine the professional and ethical practices for insolvency practitioners	K6

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate; **K6** - Create

SEMESTER I

SPECIFIC VALUE-ADDED COURSE: INTERNATIONAL TRADE

Course Code : AP231V01

On the successful completion of the course, students will be able to:		
1.	understand the evolution and growth of International Trade	K1
2.	explain the foreign exchange market	K2
3.	assess the components of balance of payments	K3
4.	provide knowledge on IMF and special Drawings Rights	K3
5.	evaluate the functions of multinational corporation	K4

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze

SEMESTER - I

SPECIFIC VALUE-ADDED COURSE: RETAIL MANAGEMENT

Course Code : AP231V02

On the successful completion of the course, students will be able to:		
1	understand the basic concepts and various retail formats.	K2
2	gain knowledge on consumer behaviour and retailing	K2
3	learn the technique of retail operation and visual merchandising	K2
4	understand the concept of e-retailing	K2
5	understand the concept of store location	K4

K2 - Understand; **K4** - Analyze

SEMESTER I
SPECIFIC VALUE-ADDED COURSE: E-COMMERCE
Course Code : AP231V03

On the successful completion of the course, students will be able to:		
1	identify electronic application services	K1
2	understand various electronic payment technologies	K1
3	understand the basic concepts of e- commerce	K2
4	describe the techniques of electronic data interchange	K3
5	analyse various legal issues of e- commerce	K4

K1 - Remember; **K2** - Understand; **K3** – Apply; **K4** - Analyse

SEMESTER II
CORE COURSE IV: STRATEGIC COST MANAGEMENT
Course Code : AP232CC1

On the successful completion of the course, student will be able to:		
1.	understand and apply strategic cost management and techniques	K1 & K3
2.	apply the strategies for product Life Cycle and Budgeting	K3
3.	analyse activity-based costing in practice	K4
4.	apply transfer pricing methods and its relevance in decision making	K3 & K4
5.	evaluate cost structure for Agriculture and IT sector	K4 & K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate

SEMESTER II
CORE COURSE V: CORPORATE ACCOUNTING
Course Code : AP232CC2

On the successful completion of the course, students will be able to:		
1.	prepare financial statements of companies as per schedule III of Companies Act,2013	K2&K4
2.	apply the provisions of IRDA Regulations, 2002 in the preparation of final accounts of life insurance and general insurance companies.	K1 &K3
3.	prepare consolidated financial statements of holding companies in accordance withAS21.	K3&K4
4.	assess contemporary accounting methods	K5
5.	examine financial reporting based on appropriate accounting standards and provisions of Companies Act 2013 with respect to corporate social responsibility	K4& K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate

SEMESTER II

CORE COURSE VI: SETTING UP OF BUSINESS ENTITIES

Course Code : AP232CC3

On the successful completion of the course, students will be able to:		
1.	recognize and determine the startups in India	K1 & K2
2.	describe and identify legal requirements for section 8 company	K2 & K3
3.	Examine the proceedings for LLP and joint venture	K4
4.	determine the registration and licensing procedure	K5
5.	examine and evaluate the compliance of regulatory framework	K4 & K5

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate

SEMESTER II

ELECTIVE COURSE III: a) BUSINESS ETHICS AND CORPORATE SUSTAINABILITY

Course Code : AP232EC1

On the successful completion of the course, students will be able to:		
1.	understand the concepts of business ethics in practice	K2 & K4
2.	demonstrate and recommend ethical decision making by applying various theories	K4 & K5
3.	evaluate moral issues relating to business, marketing, advertising, finance, HR and environmental protection	K5 & K6
4.	remember the concepts of corporate sustainability	K1 & K2
5.	construct reports disclosing sustainability information	K5 & K6

K1 - Remember, **K2** – Understand, **K3** – Apply, **K4**- Analyse, **K5** – Evaluate, **K6** - Create

SEMESTER II

ELECTIVE COURSE III: b) AUDIT AND DUE DILIGENCE

Course Code : AP232EC2

On the successful completion of the course, students will be able to:		
1.	understand the types and process of secretarial audit	K1 & K4
2.	evaluate the provisions relating to secretarial audit	K3 & K5
3.	analyse the basics and techniques of due diligence	K1 & K4
4.	applicability of secretarial audit under the companies act 2013	K4 & K5
5.	apply the diligence for take overs and to prepare report	K2 & K3

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate

SEMESTER II
ELECTIVE COURSE III: c) MANAGERIAL ECONOMICS

Course Code : AP232EC3

On the successful completion of the course, students will be able to:		
1.	understand the scope and methods of managerial economics	K1 & K4
2.	evaluate the demand forecasting for goods	K3 & K5
3.	analyse the concept in resource allocation	K1 & K4
4.	applicability of market structure in different time periods	K4 & K5
5.	apply the different pricing methodologies of products	K2 & K3

K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate

SEMESTER II
ELECTIVE COURSE IV: a) RURAL AND AGRICULTURAL MARKETING

Course Code : AP232EC4

On the successful completion of the course, students will be able to:		
1.	understand the concepts of rural marketing, buyer behavior and product strategy.	K2
2.	analyse the factors affecting product innovation strategies.	K2 & K4
3.	apply the strategies relating to rural product, branding and packaging.	K3 & K5
4.	evaluate the distribution and promotional mix relating to food processing industry.	K1 & K5
5.	analyse the principles and functioning of co-operative marketing.	K4 & K5

K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate

SEMESTER II
ELECTIVE COURSE IV: b) LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Course Code : AP232EC5

On the successful completion of the course, students will be able to:		
1.	recall the concepts and features of SCM	K1
2.	assess global and Indian perspectives of SCM	K2 & K3
3.	examine changing logistics environment pertaining to materials management, warehousing and distribution	K4
4.	assess strategic warehousing for SCM including global level	K5
5.	assess the role of internet in SCM	K5

K1 - Remember; K2 - Understand; K3 - Apply; K4 - Analyze; K5 - Evaluate

SEMESTER - II
ELECTIVE COURSE IV: c) TOTAL QUALITY MANAGEMENT

Course Code : AP232EC6

On the successful completion of the course, students will be able to:		
1.	understand the concept of quality control applications	K2 &K4
2.	assess quality control techniques in TQM	K2 & K3
3.	examine sampling inspection and diagnosis	K4
4.	assess different techniques of TQM	K5
5.	evaluate the ISO model and implementation	K5 &K6

K1 -Remember, **K2** – Understand, **K3** – Apply, **K4**- Analyse, **K5** – Evaluate, **K6** – Create

SEMESTER II
SKILL ENHANCEMENT COURSE: PROFESSIONAL COMMUNICATION AND DEVELOPMENT

Course Code : AP232SE1

On the successful completion of the course, students will be able to:		
1.	understand the impact of communication.	K1 & K3
2.	remember the tips to handle the fear of public speaking.	K2 & K4
3.	apply the ways to make first impression.	K3 & K4
4.	evaluate the ways to manage emotional intelligence	K4& K5
5.	apply the neuromarketing for success in life.	K3 & K4

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate

SEMESTER – I & II
LIFE SKILL TRAINING I: ETHICS

Course Code : PG23LST1

On completion of this course the student will be able to		
1	understand deeper insight of the meaning of their existence.	K1
2	recognize the philosophy of life and individual qualities	K2
3	acquire the skills required for a successful personal and professional life.	K3
4	develop as socially responsible citizens.	K4
5	create a peaceful, communal community and embrace unity.	K3

K1 - Remember; **K2** - Understand; **K3** – Apply; **K4** - Analyse

SEMESTER III
CORE COURSE VII: TAXATION
Course Code : AP233CC1

On the successful completion of the course, students will be able to:		
1.	identify deductions from gross total income and computation of income for other than individuals.	K1
2.	compute taxable income for different classes of persons other than individual	K2
3.	understand the procedure for filing of returns and tax planning	K3
4.	assess Goods and Services Tax and Assessment of GST	K4
5.	compute customs duty as per Customs Act	K5

K1 - Remember; **K2** - Understand; **K3** – Apply; **K4** - Analyse; **K5** - Evaluate

SEMESTER III
CORECOURSE VIII: RESEARCH METHODOLOGY
Course Code : AP233CC2

On the successful completion of the course, students will be able to:		
1	recall the research concepts and recognise the research problem	K1
2	formulate research hypothesis and determine the sample size	K2
3	select appropriate method for data collection	K3
4	make inferences based on statistical tests	K4
5	draft a research report avoiding plagiarism	K4 & K6

K1 - Remember; **K2** - Understand; **K3** – Apply; **K4** - Analyse; **K6**-Create

SEMESTER III
CORE COURSE IX: COMPUTERS IN BUSINESS
Course Code : AP233CC3

On the successful completion of the course, students will be able to:		
1	create data file in SPSS	K2
2	conduct non-parametric tests	K3
3	examine Means of samples	K4
4	automate inventory management and GST filing	K5
5	create a company, form groups, and get automated financial statements	K6

K2 - Understand; **K3** – Apply; **K4** - Analyse; **K5** – Evaluate; **K6** - Create

SEMESTER III
CORE RESEARCH PROJECT
Course Code : AP233RP1

On the successful completion of the course, students will be able to:		
1	define the research problem	K1
2	review the concepts, theories and formulate hypothesis	K2
3	formulate the research design	K5
4	understand the methods of data collection and collect the data	K2
5	analyse the collected data with the statistical tools, interpret it and summarize the findings	K4

K1 - Remember; K2 - Understand; K4 – Analyse; K5 - Evaluate

SEMESTER III
ELECTIVE COURSE V: a) STRATEGIC MANAGEMENT
Course Code : AP233EC1

On the successful completion of the course, students will be able to:		
1	understand strategic management and its levels and phases	K2
2	analyse the dynamics of competitive strategic management techniques	K2 & K4
3	familiarize with the business and functional level strategies	K2 & K4
4	apply latest concepts in strategy implementation and control	K3
5	gain knowledge on organisational and strategic leadership	K2 & K5

K2 - Understand; K3 – Apply; K4 - Analyse; K5 - Evaluate

SEMESTER III
ELECTIVE COURSE V: b) FINANCIAL INSTITUTIONS AND MARKETS
Course Code : AP233EC2

On the successful completion of the course, students will be able to:		
1	understand the functions of financial markets	K2
2	analyse the types of deposits	K2
3	analyse the functioning of development banks	K3
4	evaluate the performance of mutual fund	K5
5	analyse the eligibility condition of derivatives	K4 & K5

K2 - Understand; K3 – Apply; K4 - Analyse; K5 – Evaluate

SEMESTER III
ELECTIVE COURSE V: c) MARKETING MANAGEMENT
Course Code : AP233EC3

On the successful completion of the course, students will be able to:		
1	understand the nature, scope of marketing management	K1
2	analyse the target market and position the product	K2
3	identify the product and pricing decisions	K2
4	apply the ethics in marketing	K3
5	analyse the market research and positioning the market	K4

K1 - Remember; **K2** - Understand; **K3** - Apply; **K4** – Analyse

SEMESTER III
SKILL ENHANCEMENT COURSE II: MODERN OFFICE MANAGEMENT
Course Code : AP233SE1

On the successful completion of the course, students will be able to:		
1.	understand the various aspects of office management	K1 & K2
2.	know the methods of filing system	K2
3.	identify the methods of system design and planning	K3
4.	analyse the principles and new trends in office layout	K4
5.	appraise techniques and devices in data communication and computer systems	K5

K1 - Remember; **K2** - Understand; **K3** – Apply; **K4** - Analyse; **K5** - Evaluate

SEMESTER III
SPECIFIC VALUE-ADDED COURSE: TALENT MANAGEMENT
Course Code : AP233V01

On the successful completion of the course, students will be able to:		
1.	understand the process, factors, and key elements of talent management	K2
2.	analyze the talent management landscape in the public service	K3
3.	evaluate the meaning and benefits of performance management	K3
4.	examine the role of human talent in marketing consumer services	K4
5.	integrate business strategy with talent management by understanding marketing objectives	K5

K2- Understand; **K3**-Apply; **K4**–Analyze; **K5** - Evaluate

SEMESTER III
SPECIFIC VALUE-ADDED COURSE: E-COMMERCE
Course Code: AP233V02

On the successful completion of the course, students will be able to:		
1	identify electronic application services	K1
2	understand various electronic payment technologies	K1
3	understand the basic concepts of e- commerce	K2
4	describe the techniques of electronic data interchange	K3
5	analyse various legal issues of e- commerce	K4

K1 - Remember; **K2** - Understand; **K3** – Apply; **K4** - Analyse

SEMESTER III
SELF-LEARNING COURSE: COMMERCE FOR LECTURESHIP EXAMS
Course Code : AP233SL1

On the successful completion of the course, students will be able to:		
1.	understand the various elements of the business environment.	K2
2.	understand the valuation of shares and the process of business liquidation and reconstruction.	K2
3.	analyse different organizational structures, cultures, and the dynamics between formal and informal organizations.	K4
4.	analyse the consumer behavior, perform market segmentation, and target appropriate market segments.	K4
5.	evaluate the cost of capital and make informed capital budgeting decisions to optimize financial performance.	K5

K2 - Understand; **K3** – Apply; **K4** – Analyse; **K5** - Evaluate

SEMESTER IV
CORE COURSE X: CORPORATE AND ECONOMIC LAWS
Course Code : AP234CC1

On the successful completion of the course, students will be able to:		
1	recall important provisions of FEMA	K1 & K2
2	recall the process relating to obtaining copyrights and patents.	K3
3	examine the provisions of Money Laundering Act	K4
4	analyse the provisions relating to regulation of real estate.	K4
5	evaluate the provisions of the Competition Act, 2002 and Consumer protection Act to govern commercial competition and protect a consumer	K5

K1 - Remember; **K2** - Understand; **K3** – Apply; **K4** - Analyse; **K5** - Evaluate

SEMESTER IV
CORECOURSE XI: ENTERPRISE RESOURCE PLANNING
Course Code : AP234CC2

On the successful completion of the course, students will be able to:
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1	understand the role of ERP in business transactions through various business processes.	K2
2	understand the risks and benefits of ERP.	KI & K2
3	analyze the ERP implementation life cycle.	K2 & K4
4	analyze the integration of ERP modules.	KI & K4
5	evaluate related technologies of ERP.	K3 & K5

K1 - Remember; **K2** - Understand; **K3** – Apply; **K4** - Analyse; **K5** - Evaluate

SEMESTER IV
CORE COURSE XII: INTERNATIONAL BUSINESS
Course Code : AP234CC3

On the successful completion of the course, students will be able to:		
1	recall the concepts of international business and international business environment	K1
2	analyze different theories of international business	K4
3	evaluate the legal procedures involved in international business.	K5
4	explain the different types of economic integrations.	K2
5	identify the operations of MNCs through real case assessment	K6

K1 - Remember; **K2** - Understand; **K4** - Analyse; **K5** - Evaluate; **K6** – Create

SEMESTER IV
ELECTIVE COURSE VI: a) HUMAN RESOURCE DEVELOPMENT
Course Code : AP234EC1

On the successful completion of the course, students will be able to:		
1	understand the concept and significance of human resource management	K1
2	discuss the executive development and organizational development	K3
3	describe the Competency based human resource management	K4
4	understand the work life of employees and talent management	K2
5	analyse the human resource information system	K5

K1 - Remember; **K2** - Understand; **K3** – Apply; **K4** - Analyse; **K5** - Evaluate

SEMESTER IV
ELECTIVE COURSE VI: b) CONSUMER BEHAVIOUR
Course Code : AP234EC2

On the successful completion of the course, students will be able to:		
1	understand the concept of consumer behaviour in Indian perspective	K2

2	remember the implications in decision making process	K1
3	evaluate the influences towards the consumer attitudes	K5
4	analyse the buying behaviour of industries and business	K4
5	apply knowledge on the facets of E-commerce	K3

K1 - Remember; **K2** - Understand; **K3** – Apply; **K4** - Analyse; **K5** - Evaluate

SEMESTER IV
ELECTIVE COURSE VI: c) SALES AND DISTRIBUTION
MANAGEMENT
Course Code AP234EC3

On the successful completion of the course, students will be able to:		
1	understand the evolution, role, and importance of sales management in the context of modern business environments.	K2
2	analyze the sales management process, including its stages and emerging trends, to effectively plan, execute, and evaluate sales activities.	K4
3	apply the stages of the selling process, from pre-sale preparation to follow-up actions, to effectively engage with customers and close sales deals.	K3
4	evaluate the importance of distribution channels	K5
5	explore customer-oriented logistics management principles	K5

K2 - Understand; **K3** - Apply; **K4** - Analyze; **K5** - Evaluate

SEMESTER IV
ELECTIVE COURSE VII: a) TOURISM MANAGEMENT
Course Code : AP234EC4

On the successful completion of the course, students will be able to:		
1	remember the historical development of tourism, from its early origins to its modern manifestations.	K1
2	understand the features tourism as a dynamic industry	K2
3	understand the accommodation sector and classification	K2
4	apply the information technology in the tourism industry.	K4
5	analyse the economic dimensions of tourism.	K5

K1 - Remember; **K2** - Understand; **K4** - Analyse; **K5** – Evaluate

SEMESTER IV
ELECTIVE COURSE VII: b) SERVICES MARKETING
Course Code : AP234EC5

On the successful completion of the course, students will be able to:		
1	understand the features, concept and marketing mix in service marketing	K2
2	develop the knowledge, skills, and critical thinking abilities necessary to navigate the complex and dynamic field of bank marketing.	K2
3	apply marketing concepts effectively in the insurance industry and contribute to organizational success.	K3
4	analyse mutual fund services concepts, strategies, and practices in the Indian context	K4
5	examine place mix strategies in portfolio management services, including the design and management of distribution channels	K4

K2 - Understand; **K3** – Apply; **K4** - Analyse

SEMESTER IV
ELECTIVE COURSE VII: c) ORGANISATIONAL BEHAVIOUR
Course Code : AP234EC6

On the successful completion of the course, students will be able to:		
1.	understand the various aspects of human behaviour at work.	K2
2.	understand the role of motivation and job satisfaction in organizational commitment	K2
5.	gain knowledge on recent trends in organisational change and development.	K3
3.	analyse different forms of organizational structure and contemporary communication tools.	K4
4.	analyse the importance of transactional analysis in facilitating negotiations and conflict management.	K4

K2 - Understand; **K3** – Apply; **K4** - Analyse

SEMESTER IV
SKILL ENHANCEMENT COURSE III: EXECUTIVE SKILL DEVELOPMENT
Course Code : AP234SE1

On the successful completion of the course, students will be able to:		
1	recognize the significance of a positive attitude and learn strategies for developing and maintaining it despite obstacles.	K1 &K4
2	identify attributes regarded as soft skills and understand their importance in personal and professional development	K2
3	identify different types of personalities, and understand the components	K2

	of personality analysis	
4	acquire knowledge of time management principles	K3
5	apply guidelines for choosing a suitable career path	K3

K1-Remember; K2 - Understand; K3 – Apply; K4 - Analyse

SEMESTER IV
SELF-LEARNING COURSE: BUSINESS COMMUNICATION
Course Code : AP234SL1

On the successful completion of the course, students will be able to:		
1.	understand various media and types of communication.	K2
2.	understand the meeting process, and comparing effective meetings with video conferences for better decision-making.	K2
3.	apply strategies to improve their listening skills, overcoming barriers to effective listening.	K3
4.	analyse different types of interviews and identify factors contributing to successful interviews.	K4
5.	gain knowledge of various IT tools	K5

K2 - Understand; K3 – Apply; K4 – Analyse; K5 - Evaluate

SEMESTER III & IV
LIFE SKILL TRAINING – II - VALUES
Course Code : PG23LST2

On completion of this course the student will be able to		
1	recognize the perception of life and lead a positive life	K1
2	understand relationship with family, friends and the society	K2
3	develop as socially responsible citizens.	K3
4	assess goals, fix targets and value life	K4
5	create a peaceful, communal community and embrace unity.	K6

K1-Remember; K2-Understand; K3-Apply; K4 – Analyse; K6- Create