

Department of Commerce

Course Specific Outcomes
&
Programme Specific Outcomes

For M.Com. Course

**DYAL SINGH COLLEGE KARNAL
(KURUKSHETRA UNIVERSITY, KURUKSHETRA)**

NAME OF THE PROGRAMME : MASTER OF COMMERCE (M.Com)
DURATION : TWO YEARS

PROGRAMME OUTCOMES (POs)		
PO1	Knowledge	Capable of demonstrating comprehensive disciplinary knowledge gained during course of study.
PO2	Communication	Ability to communicate effectively in general as well as in business community and with society at large.
PO3	Problem Solving	Capability of applying knowledge to solve business, economic and other problems.
PO4	Research Orientation	Ability of critical thinking, analytical reasoning and research-based knowledge including design of research experiments, analysis and interpretation of data to provide conclusions.
PO5	Modern Tool Usage	Ability to use and learn techniques, skills and modern tools for application & decision making.
PO6	Life-Long Learning	Aptitude to apply knowledge and skills that are necessary for participating in learning activities throughout the life.
PO7	Entrepreneurship	Students can independently start up their own business with requisite knowledge of legal, financial, technical and marketing aspects of entrepreneurship.
PO8	Project Management	Ability to demonstrate knowledge and understanding of the business and economic principles and apply these to manage projects.
PO9	Individual and Team Work	Capable to learn and work effectively as an individual, and as a member or leader in diverse situations.
PO10	Environment and Sustainability	Ability to design and develop modern systems which are environmentally sensitive and to understand the importance of sustainable development.
PO11	Ethics	Apply ethical principles and professional responsibilities in business and economic practices.

PROGRAMME SPECIFIC OUTCOMES (PSOs)	
The objective of the curriculum designed for M.Com course is to nurture the technical aptitude of students for professional competency in business and industry.	
PSO1	To understand the basic concepts of business and its role in society. It aims to bring students abreast with the corporate culture and prepare them for their professional life.
PSO2	To understand financial and marketing, both local and international issues and responsibilities of a business organisation.
PSO3	To develop human resource qualities by gaining abreast knowledge on human resource management.
PSO4	To enhance the computer literacy and its applicability in business through latest e-commerce principles
PSO5	Knowledge gained during this course will equip students with skills to compete globally.

MC -101: ORGANISATIONAL BEHAVIOUR

Type: Core Course (CC)
 Contact Hours: 40 minutes/day
 Examination Duration: 3 Hours
 Mode: Lecture
 External Maximum Marks: 80
 External Pass Marks: 32 (i.e., 40%)
 Internal Maximum Marks: 20
 Total Max. Marks: 100
 Total Pass Marks: 40(i.e., 40%)

Instructions to Paper Setter for End Semester Exam: Examiner will be required to set Eight questions in all. Question No.1 will consist of six short-answer type questions carrying four marks each is compulsory. It covers the entire syllabus. In addition to Question no. 1, the examiner is required to set seven more questions. Student will be required to attempt Four questions in all. Question No.1 will be compulsory. In addition to compulsory question, student is required to attempt FOUR questions from the remaining eight questions carrying 14 marks each.

Course Objectives: The main focus of the course is to understand the human behaviour in Organization. And understanding the personality, perception and learning of human being and also to know about the behaviour of human being in groups.

Course Outcomes: At the end of this course, the student will be able to:

MC-101.1 Know about the conceptual structure and organisational behaviour development.

MC-101.2 Understand the determinants and theories of Personality.

MC-101.3 Practically apply the concept of perception and learning to manage people at work place

MC-101.4 Practically apply the concept of group dynamics and transactional analysis to deal people at work place.

CO-PO Mapping Matrix for Course Code: MC 101

COs#	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
MC 101.1	3	2	2	3	2	2	3	3	3	3	3
MC 101.2	2	3	3	3	3	3	3	3	3	3	2
MC 101.3	2	3	3	3	2	2	3	3	3	2	2
MC 101.4	3	3	3	3	3	3	3	2	2	2	2
Average	2.5	2.75	2.75	3	2.5	2.5	3	2.75	2.75	2.5	2.25

CO-PSO Mapping Matrix for Course Code: MC-101

COs#	PSO1	PSO2	PSO3	PSO4	PSO5
MC 101.1	3	3	2	3	3
MC 101.2	3	3	3	2	3
MC 101.3	2	3	3	3	3
MC 101.4	3	3	3	2	3
Average	2.75	3	2.75	2.5	3

MC- 102: BUSINESS ENVIRONMENT

Contact Hours: 40 minutes/lecture
 Examination Duration: 3 Hours
 Mode: Lecture
 External Maximum Marks: 80
 External Pass Marks: 32(i.e., 40%)
 Internal Maximum Marks: 20
 Total Max. Marks: 100
 Total Pass Marks: 40(i.e., 40%)

Instructions to Paper Setter for End Semester Exam: Examiner will be required to set eight questions in all. Question No.1 will consist of six short-answer type questions carrying four marks each is compulsory. It covers the entire syllabus. In addition to Question no. 1, the examiner is required to set seven more questions. Student will be required to attempt five questions in all. Question No.1 will be compulsory. In addition to compulsory question, student is required to attempt FOUR questions from the remaining seven questions carrying 14 marks each.

Course Objectives: The aim of this course is to highlight the different environmental factors, economic policies and to introduce the provisions of different legal acts.

Course Outcomes: At the end of this course, the student will be able:

MC 102.1- TO understand the relationship between environment and business.

MC 102.2- To know about the different economic policies and five-year plans.

MC 102.3- Know about the economic reforms laid by the government.

MC 102.4- To understand the provisions of various legislations.

CO-PO Mapping Matrix for Course Code: MC 102

COs#	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
MC 102.1	3	3	3	3	2	2	3	3	3	3	3
MC 102.2	3	3	3	2	2	3	3	3	2	3	3
MC 102.3	3	2	3	2	3	3	3	2	2	2	2
MC 102.4	2	2	3	2	3	3	3	2	2	3	2
Average	2.75	2.5	3	2.25	2.5	2.75	3	2.5	2.25	2.75	2.5

CO-PO Mapping Matrix for Course Code: MC 102

COs#	PO1	PO2	PO3	PO4	PO5	PO6	PO7
MC 102.1	3	3	3	3	2	2	3
MC 102.2	3	3	3	2	2	3	3
MC 102.3	3	2	3	2	3	3	3
MC 102.4	2	2	3	2	3	3	3
Average	2.75	2.5	3	2.25	2.5	2.75	3

MC-103: MANAGERIAL ECONOMICS

Type: Core Course (CC) Contact Hours: 40 min. /lecture Examination Duration: 3 Hours Mode: Lecture External Marks: 80 External Pass Marks: 32(40%) Internal Maximum Marks: 20 Total Marks: 100 Total Pass Marks: 40	Instruction to paper Setter for End Semester Exam: Paper setter will set eight questions in all. Question No.1 comprising of six short types questions carrying four marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than half Page. Candidate is required to attempt four questions from the remaining seven questions carrying 14 marks each.
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Course Objective: The aim of this course is to develop the ability to apply the concepts, tools and techniques of economics in analyzing and interpreting business decisions.

Course Outcomes: On completion of this course, the students will be able to:

MC-103.1: Understand the concept of cost, nature of production and its relationship with business operation.

MC -103.2: Estimate trends and demands through various forecasting techniques.

MC -103.3: To understand the types of market conditions and taking decisions accordingly.

MC -103.4: To study the different business phases such as boom, depression, inflation etc. for effective decision making.

CO-PO Mapping matrix for course code: MC-103											
Cos	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
MC 103.1	3	3	2	3	2	3	2	3	3	3	3
MC -103.2	3	2	3	3	2	3	3	2	3	2	2
MC -103.3	2	3	2	3	3	2	2	2	3	2	2
MC -103.4	3	3	3	2	3	3	3	2	2	3	2
Average	2.75	2.75	2.50	2.75	2.50	2.75	2.50	2.25	2.75	2.50	2.25
CO-PSO Mapping matrix for course code: MC-103											
Cos	PSO1	PSO2	PSO3	PSO4	PSO5						
MC-103.1	3	2	2	2	3						
MC-103.2	3	2	2	3	3						
MC-103.3	3	3	2	2	3						
MC-103.4	3	2	3	2	3						
Average	3	2.25	2.25	2.25	3						

MC - 104: Company Law

Type: Core Course (CC)
 Course Credits:
 Contact Hours: 40mins/ lecture
 Examination Duration: 3 Hours
 Mode: Lecture
 External Maximum Marks: 80
 External Pass Marks: 32 (i.e., 40%)
 Internal Maximum Marks: 20
 Total Max. Marks: 100
 Total Pass Marks: 40 (i.e., 40%)

Instructions to Paper Setter for End Semester Exam: Examiner will be required to set Eight questions in all. Question No.1 will consist of six short-answer type questions carrying four marks each is compulsory. It covers the entire syllabus. In addition to Question no. 1, the examiner is required to set seven more questions. Student will be required to attempt Five questions in all. Question No.1 will be compulsory. In addition to compulsory question, student is required to attempt FOUR questions from the remaining seven questions carrying 14 marks each

Course Objectives: The aim of this course is to provide the knowledge of company, types and its formation. It also describe the memorandum of association and Articles of association. It also describe the prospectus, provisions regarding issue and allotment of shares and also describe directors, meetings and valid requisites and winding up of companies

Course Outcomes: At the end of this course, the student will be able to:

MC 104.1- Know the concept of company and its types

MC 104.2- know the historical development of company law in India

MC 104.3- understand the significance of Memorandum of Association and Articles of Association in a company

MC 104.4- study the various provisions of Companies Act,2013

CO-PO Mapping Matrix for Course Code: MC 104

COs#	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
MC 104.1	3	2	2	2	3	3	3	2	3	2	3
MC 104.2	3	2	2	2	3	2	3	2	3	2	2
MC 104.3	2	3	2	2	3	3	3	3	3	2	3
MC 104.4	3	3	3	3	3	3	3	3	2	2	3
Average	2.75	2.5	2.25	2.25	3	2.75	3	2.5	2.75	2	2.75

CO-PSO Mapping Matrix for Course Code: MC 104

COs#	PSO1	PSO2	PSO3	PSO4	PSO5
MC 104.1	3	3	2	2	3
MC 104.2	2	3	2	2	3
MC 104.3	3	2	3	2	3
MC 104.4	2	2	3	2	3
Average	2.5	2.5	2.5	2	3

MC - 105: Accounting for Managerial Decisions

<p>Type: Contact Hours: 45 minutes/day. Examination Duration: 3 Hours Mode: Lecture External Maximum Marks: 80 External Pass Marks: 32 (i.e., 40%) Internal Maximum Marks: 20 Total Max. Marks: 100 Total Pass Marks: 40 (i.e., 40%)</p>	<p>Instructions To Paper Setter For End Semester Exam: Examiner will be required to set EIGHT questions in all. Question No.1 consisting of six short type questions carrying four (4) marks each is compulsory. Candidate is required to attempt four questions from the remaining seven questions carrying 15 marks each.</p>
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Course Objectives: **Course Objectives:** The aim of this course is to highlight the use of financial and non financial information to facilitate and align decisions made by owners, managers and employees.

Course Outcomes: At the end of this course, the student will be able:
MC 105.1- To define the concept and explain the scope of management accounting, understand role of management and design MIS for business organization
MC 105.2- To define responsibility accounting, list types of responsibility centres and understand performance measures
MC 105.3- To prepare budgetary statements, learn application of Standard Costing and Marginal Costing
MC 105.4- To apply Accounting System in existing practical and challenging environment.

CO-PO Mapping Matrix for Course Code: MC 105

COs#	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
MC 105.1	2	2	3	2	3	2	2	3	3	2	3
MC 105.2	3	3	2	3	3	3	2	3	3	2	2
MC 105.3	2	2	2	2	2	3	3	3	3	2	2
MC 105.4	3	2	3	3	2	3	3	2	2	3	2
Average	2.5	2.25	2.5	2.5	2.5	2.75	2.5	2.75	2.75	2.25	2.25

CO-PSO Mapping Matrix for Course Code: MC 105

COs#	PSO1	PSO2	PSO3	PSO4	PSO5
MC 105.1	3	3	2	3	2
MC 105.2	2	3	3	3	2
MC 105.3	3	3	2	2	2
MC 105.4	2	2	3	3	2
Average	2.5	2.75	2.5	2.75	2

MC- 106: MARKETING MANAGEMENT

Type: Core Course (CC)
 Contact Hours: 40 mins/lecture.
 Examination Duration: 3 Hours
 Mode: Lecture
 External Maximum Marks: 80
 External Pass Marks: 32 (i.e. 40%)
 Internal Maximum Marks: 20
 Total Max. Marks: 100
 Total Pass Marks: 40 (i.e. 40%)

Instructions To Paper Setter For End Semester Exam: Examiner will be required to set EIGHT questions in all. Question No.1 will consist of SIX short-answer type questions carrying four (4) marks each is compulsory. It covers the entire syllabus. In addition to Question no. 1, the examiner is required to set SEVEN more questions. Student will be required to attempt FIVE questions in all. Question No.1 will be compulsory. In addition to compulsory question, student is required to attempt FOUR questions from the remaining seven questions carrying 14 marks each.

Course Objectives: The aim of this course is to provide the students with the core concepts and principles of marketing and to develop their analytical skills to be able to accomplish marketing operations of a business organization.

Course Outcomes: At the end of this course, the student will be able to:

MC-106.1. develop a conceptual knowledge of marketing concepts in the area of marketing management.

MC-106.2. demonstrate an understanding of marketing environment and its impact on the performance of organizations.

MC-106.3. develop an insight to the marketing mix and its application.

MC-106.4. understand various marketing channels and logistics.

CO-PO Mapping Matrix for Course Code: MC- 106

COs#	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
MC-106.1	3	2	2	3	3	3	2	3	3	3	3
MC-106.2	3	3	3	3	2	3	3	2	3	3	3
MC-106.3	2	2	3	3	3	3	3	3	2	3	3
MC-106.4	2	3	2	2	3	3	2	3	2	3	3
Average	2.5	2.5	2.5	2.75	2.75	3	2.5	2.75	2.5	3	3

CO-PSO Mapping Matrix for Course Code: MC- 106

COs#	PSO1	PSO2	PSO3	PSO4	PSO5
MC-106.1	3	2	2	2	3
MC-106.2	2	3	3	2	3
MC-106.3	3	3	2	3	3
MC-106.4	3	2	3	2	3
Average	2.75	2.5	2.5	2.25	3

MC- 201: HUMAN RESOURCE MANAGEMENT

Type: Core Course (CC)
 Contact Hours: 40 minutes/day
 Examination Duration: 3 Hours
 Mode: Lecture
 External Maximum Marks: 80
 External Pass Marks: 32 (i.e., 40%)
 Internal Maximum Marks: 20
 Total Max. Marks: 100
 Total Pass Marks: 40(i.e., 40%)

Instructions to Paper Setter for End Semester Exam: Examiner will be required to set Eight questions in all. Question No.1 will consist of six short-answer type questions carrying four marks each is compulsory. It covers the entire syllabus. In addition to Question no. 1, the examiner is required to set seven more questions. Student will be required to attempt Four questions in all. Question No.1 will be compulsory. In addition to compulsory question, student is required to attempt FOUR questions from the remaining eight questions carrying 14 marks each.

Course Objectives: The main aim to study the course is to understand the human resource planning techniques, global human resource management, job analysis, recruitment, selection Induction and placement. And also to know about the job satisfaction and stress management.

Course Outcomes: At the end of this course, the student will be able to:

MC-201.1 Understanding the functioning of HRM in a dynamic business environment.

MC-201.2 Perceive the correlation between the pivotal functions Covering procurement of human resources namely human resource planning, human resource policy, job analysis, recruitment, selection, induction and placement.

MC-201.3 understand the aspects related tomaintenance, developments and control of human resources in organization

MC-201.4 Learn to tackle prevailing matters related to quality of work life, job satisfaction and stress.

CO-PO Mapping Matrix for Course Code: MC 201

COs#	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
MC 201.1	2	2	3	3	3	3	3	2	3	3	3
MC 201.2	3	3	2	3	3	2	2	3	2	3	3
MC 201.3	3	3	3	3	2	3	2	2	3	2	3
MC 201.4	2	3	3	3	2	3	3	3	3	3	3
Average	2.5	2.75	2.75	3	2.5	2.75	2.5	2.5	2.75	2.75	3

CO-PSO Mapping Matrix for Course Code: MC-201

COs#	PSO1	PSO2	PSO3	PSO4	PSO5
MC 201.1	3	3	3	3	3
MC 201.1	2	3	3	3	3
MC 201.1	3	2	3	2	3
MC 201.1	3	2	3	2	3
Average	2.75	2.5	3	2.5	3

MC 202- INTERNATIONAL BUSINESS ENVIRONMENT

Contact Hours: 40 minutes/lecture
 Examination Duration: 3 Hours
 Mode: Lecture
 External Maximum Marks: 80
 External Pass Marks: 32 (i.e., 40%)
 Internal Maximum Marks: 20
 Total Max. Marks: 100
 Total Pass Marks: 40(i.e., 40%)

Instructions to Paper Setter for End Semester Exam: Examiner will be required to set eight questions in all. Question No.1 will consist of six short-answer type questions carrying four marks each is compulsory. It covers the entire syllabus. In addition to Question no. 1, the examiner is required to set seven more questions. Student will be required to attempt five questions in all. Question No.1 will be compulsory. In addition to compulsory question, student is required to attempt FOUR questions from the remaining seven questions carrying 14 marks each.

Course Objectives: The aim of this course is to introduce the framework for analyzing international business environment

Course Outcomes: At the end of this course, the student will be able to:

MC 202.1- To understand the different international business environmental factors.

MC 202.2- To understand the different international economic institutions.

MC 202.3- To know about the foreign exchange market in India.

MC 202.4- To to know about regional economic co-operation.

CO-PO Mapping Matrix for Course Code: MC202

COs#	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
MC 202.1	3	3	3	2	3	3	3	2	3	2	3
MC 202.2	3	2	2	2	2	3	2	3	3	2	3
MC 202.3	3	3	2	3	2	2	2	3	3	2	2
MC 202.4	3	3	2	3	3	2	2	2	2	2	2
Average	3	2.75	2.25	2.5	2.5	2.5	2.25	2.5	2.75	2	2.5

CO-PO Mapping Matrix for Course Code: MC202

COs#	PO1	PO2	PO3	PO4	PO5	PO6	PO7
MC 202.1	3	3	3	3	3	3	3
MC 202.2	3	3	3	2	3	2	3
MC 202.3	3	2	2	2	2	3	3
MC 202.4	3	2	2	2	3	3	2
Average	3	2.5	2.5	2.25	2.75	2.75	2.75

MC- 203: STRATEGIC MARKETING

Type: Core Course (CC)
 Contact Hours: 40 mins/lecture.
 Examination Duration: 3 Hours
 Mode: Lecture
 External Maximum Marks: 80
 External Pass Marks: 32 (i.e. 40%)
 Internal Maximum Marks: 20
 Total Max. Marks: 100
 Total Pass Marks: 40 (i.e. 40%)

Instructions To Paper Setter For End Semester Exam: Examiner will be required to set EIGHT questions in all. Question No.1 will consist of SIX short-answer type questions carrying four (4) marks each is compulsory. It covers the entire syllabus. In addition to Question no. 1, the examiner is required to set SEVEN more questions. Student will be required to attempt FIVE questions in all. Question No.1 will be compulsory. In addition to compulsory question, student is required to attempt FOUR questions from the remaining seven questions carrying 14 marks each.

Course Objectives: The aim of this course is to provide the students' knowledge regarding the development and implementation of marketing strategy by underlining a framework from which to identify and evaluate strategic options and programs.

Course Outcomes: At the end of this course, the student will be able to:
 MC-203.1. understand the meaning and importance of strategic marketing and planning.
 MC-203.2. understand and analyze the marketing environment for strategic decision making.
 MC-203.3. gain insights into different types of marketing strategies for different markets.
 MC-203.4. analyze the relationship between business strategies and marketing mix.

CO-PO Mapping Matrix for Course Code: MC- 203

COs#	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
MC-203.1	3	3	3	3	3	3	3	3	3	3	3
MC-203.2	2	3	2	3	2	3	2	3	3	3	3
MC-203.3	3	2	3	3	3	3	2	3	2	3	3
MC-203.4	2	2	3	2	3	3	3	2	3	3	3
Average	2.5	2.5	2.75	2.75	2.75	3	2.5	2.75	2.75	3	3

CO-PSO Mapping Matrix for Course Code: MC- 203

COs#	PSO1	PSO2	PSO3	PSO4	PSO5
MC-203.1	3	3	3	2	3
MC-203.2	3	3	2	2	3
MC-203.3	2	2	2	2	3
MC-203.4	2	3	2	2	3
Average	2.5	2.75	2.25	2	3

MC - 204: FINANCIAL MANAGEMENT AND POLICY

<p>Type: Contact Hours: 45 minutes/day. Examination Duration: 3 Hours Mode: Lecture External Maximum Marks: 80 External Pass Marks: 32 (i.e., 40%) Internal Maximum Marks: 20 Total Max. Marks: 100 Total Pass Marks: 40 (i.e., 40%)</p>	<p>Instructions To Paper Setter For End Semester Exam: Examiner will be required to set EIGHT questions in all. Question No.1 comprising of six short type questions carrying four (4) marks each is compulsory. Candidate is required to attempt four questions from the remaining seven questions carrying 15 marks each.</p>
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Course Objectives The aim of this course is to highlight actual knowledge of financial management which can be applied practically to make financial decisions and resolve financial problems in an effective and efficient manner.

Course Outcomes: At the end of this course, the student will be able:

MC 204.1- To understand the concept of Financial Management and list its scope and recent developments.

MC 204.2- To understand the concepts of financial forecasting and learn development of financial plans.

MC 204.3- To list factors affecting working capital requirements of business and ascertain cost of capital

MC 204.4- To evaluate factors influencing capital structure decisions and risk analysis.

CO-PO Mapping Matrix for Course Code: MC- 204

COs#	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
MC-204.1	2	2	3	2	3	2	2	3	3	2	2
MC-204.2	3	3	2	3	3	3	3	3	3	2	2
MC-204.3	2	3	2	2	2	2	3	3	3	2	3
MC-204.4	3	2	2	3	2	3	3	2	2	3	2
Average	2.5	2.5	2.25	2.5	2.5	2.5	2.75	2.75	2.75	2.25	2.25

CO-PSO Mapping Matrix for Course Code: MC- 204

COs#	PSO1	PSO2	PSO3	PSO4	PSO5
MC-204.1	3	3	2	3	2
MC-204.2	2	3	3	2	2
MC-204.3	3	3	2	2	2
MC-204.4	2	2	3	3	2
Average	2.5	2.75	2.5	2.5	2

MC - 205: Corporate Accounting

Type:
 Contact Hours: 45 minutes/day.
 Examination Duration: 3 Hours
 Mode: Lecture
 External Maximum Marks: 80
 External Pass Marks: 32 (i.e., 40%)
 Internal Maximum Marks: 20
 Total Max. Marks: 100
 Total Pass Marks: 40 (i.e., 40%)

Instructions To Paper Setter For End Semester Exam: Examiner will be required to set EIGHT questions in all.

Question No.1 comprising of six short type questions carrying four (4) marks each is compulsory. Candidate is required to attempt four questions from the remaining seven questions carrying 15 marks each.

Course Objectives The aim of this course is to impart knowledge about valuation of shares, holding company accounts, amalgamation, absorption and reconstruction of company.

Course Outcomes: At the end of this course, the student will be able:

MC 205.1- To develop an understanding of accounting for share capital (includes the issue, forfeiture and reissue of shares), accounting of preference shares and debentures and be able to perform journal entries of various accounts.

MC 205.2- To explain the basic concept of accounting and will be able to prepare the financial statements of company as per Schedule III of the Companies Act, 2017.

MC 205.3- To prepare and present the accounts for restructuring, human resource and lease accounting.

MC 205.4- list specific requirements of financial statements and harmonisation of corporate reports.

CO-PO Mapping Matrix for Course Code: MC- 205

COs#	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
MC-205.1	2	2	3	2	3	2	2	3	3	2	2
MC-205.2	3	3	2	3	3	3	3	3	3	2	2
MC-205.3	2	3	2	2	2	2	3	3	3	2	3
MC-205.4	3	2	2	3	2	3	3	2	2	3	2
Average	2.5	2.5	2.25	2.5	2.5	2.5	2.75	2.75	2.75	2.25	2.25

CO-PSO Mapping Matrix for Course Code: MC- 205

COs#	PSO1	PSO2	PSO3	PSO4	PSO5
MC-205.1	3	3	2	3	2
MC-205.2	2	3	3	2	2
MC-205.3	3	3	2	2	2
MC-205.4	2	2	3	3	2
Average	2.5	2.75	2.5	2.5	2

MC - 206: Business statistics

Type: Core Course (CC) Course Credits: Contact Hours: 40 mins/lecture Examination Duration: 3 Hours Mode: Lecture External Maximum Marks: 80 External Pass Marks: 32 (i.e., 40%) Internal Maximum Marks: 20 Total Max. Marks: 100 Total Pass Marks: 40 (i.e., 40%)	Instructions to Paper Setter for End Semester Exam: Examiner will be required to set Eight questions in all. Question No.1 will consist of six short-answer type questions carrying four marks each is compulsory. It covers the entire syllabus. In addition to Question no. 1, the examiner is required to set seven more questions. Student will be required to attempt Five questions in all. Question No.1 will be compulsory. In addition to compulsory question, student is required to attempt FOUR questions from the remaining seven questions carrying 14 marks each.
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Course Objectives: The aim of this course is to make students aware about various statistical techniques like mean, variance and standard deviation. To fit simple and multiple correlation and regression and to calculate probability theory and its distribution

Course Outcomes: At the end of this course, the student will be able to:
MC 206.1- Apply knowledge to solve simple problem using statistical technique
MC 206.2- calculate basic statistical parameters like mean, median, mode and correlation
MC 206.3- choose a statistical method for solving various business problems
MC 206.4- understand probability theory and probability distributions in relation to statistical analysis.

CO-PO Mapping Matrix for Course Code: MC 206

COs#	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
MC 206.1	3	3	3	3	3	3	2	2	3	3	3
MC 206.2	3	2	3	2	3	3	2	3	3	3	2
MC 206.3	3	3	3	3	3	3	2	2	3	3	2
MC 206.4	3	3	3	2	2	3	2	3	3	3	3
Average	3	2.75	3	2.5	2.75	3	2	2.5	3	3	2.5

CO-PSO Mapping Matrix for Course Code: : MC 206

COs#	PSO1	PSO2	PSO3	PSO4	PSO5
MC 206.1	3	3	2	3	3
MC 206.2	2	3	2	3	3
MC 206.3	2	3	3	3	3
MC 206.4	3	2	3	3	3
Average	2.5	2.75	2.5	3	3

MC - 207: VIVA-VOCE CUM CASE STUDY

Type: Contact Hours: Examination Duration: Mode: External Maximum Marks: 50 External Pass Marks: Internal Maximum Marks: Total Max. Marks: Total Pass Marks:	Instructions To Paper Setter For End Semester Exam: In second semester, in addition to six papers, MC-207 viva voce cum study is a compulsory paper
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Course Objectives: The aim of this course is to assess the overall knowledge of the student in the field of commerce acquired over an year of study in the postgraduate programme

Course Outcomes: At the end of this course, the student will be able to:
 MC-207.1. demonstrate their ability to reflect, synthesize and think critically.
 MC-207.2. think on their feet and express themselves meaningfully.
 MC-207.3. engage in the dialectic communication with the examiner which ultimately provides the invaluable experience for the career interviews.
 MC-207.4. develop the analytical skills which equips him in taking the operational decisions for the organization.

CO-PO Mapping Matrix for Course Code: MC – 207

COs#	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
MC-207.1	3	2	2	3	2	2	2	3	2	3	MC-207.1
MC-207.2	3	2	3	3	2	3	3	3	2	3	MC-207.2
MC-207.3	2	2	3	2	3	3	3	3	3	2	MC-207.3
MC-207.4	2	3	3	2	3	2	3	2	3	2	MC-207.4
Average	2.5	2.25	2.75	2.5	2.5	2.5	2.75	2.75	2.5	2.5	Average

CO-PSO Mapping Matrix for Course Code: MC-207

COs#	PSO1	PSO2	PSO3	PSO4	PSO5
MC-207.1	3	3	3	3	3
MC-207.2	3	3	2	3	2
MC-207.3	3	2	2	2	3
MC-207.4	3	2	2	2	2
Average	3	2.5	2.25	2.5	2.5

MC 301: Computer Applications in Business

Course Objectives: The aim of this course is on business productivity software applications and professional behavior in computing, including word processing (as needed), spreadsheets, databases, presentation graphics, and business-oriented utilization of the Internet.

Course Outcomes: At the end of this course, the student will be able to:

MC 301.1 understand the structure and organization of the computers

MC 301.2. recognize and use the hardware and software of the computers

MC 301.3. understand the concept of computer networking, topologies and basics of information technology.

MC 301.4. understand the use of computers in business operations

CO-PO Mapping Matrix for Course Code: MC 301

COs#	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
MC 301.1	3	3	2	3	3	2	2	2	2	3	2
MC 301.2	3	2	3	3	2	3	2	2	2	2	2
MC 301.3	2	3	3	3	2	2	2	2	1	1	1
MC 301.4	3	2	2	2	3	3	3	3	3	2	2
Average	2.75	2.5	2.5	2.75	2.5	2.5	2.25	2.25	2	2	1.75

CO-PSO Mapping Matrix for Course Code: MC 301

COs#	PSO1	PSO2	PSO3	PSO4	PSO5
MC 301.1	3	3	2	3	3
MC 301.2	3	2	3	3	3
MC 301.3	2	3	3	3	2
MC 301.4	3	2	2	2	3
Average	2.75	2.5	2.5	2.75	2.75

MC – 302: ADVANCED FINANCIAL MANAGEMENT

Contact Hours: 40 minutes/lecture
 Examination Duration: 3 Hours
 Mode: Lecture
 External Maximum Marks: 80
 External Pass Marks: 32 (i.e., 40%)
 Internal Maximum Marks: 20
 Total Max. Marks: 100
 Total Pass Marks: 40(i.e., 40%)

Instructions to Paper Setter for End Semester

Exam: Examiner will be required to set eight questions in all. Question No.1 will consist of six short-answer type questions carrying four marks each is compulsory. It covers the entire syllabus. In addition to Question no. 1, the examiner is required to set seven more questions. Student will be required to attempt five questions in all. Question No.1 will be compulsory. In addition to compulsory question, student is required to attempt FOUR questions from the remaining seven questions carrying 14 marks each.

Course Objectives: The aim of this course is to introduce the theories of capital structure, dividend policies and different types of leverages and major areas of corporate restructuring.

Course Outcomes: At the end of this course, the student will be able :

MC 302.1-To know about the concept of financial management and financial decisions.

MC 302.2-To know various theories on capital structure and dividend policy.

To know about the types of leverage.

MC 302.4-To understand the concept of corporate restructuring, merger and sick unit.

CO-PO Mapping Matrix for Course Code: MC 302

COs#	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
MC 302.1	3	2	2	3	2	3	3	3	2	2	2
MC 302.2	2	3	3	3	3	2	2	3	3	3	2
MC 302.3	3	3	3	2	2	2	3	3	3	3	2
MC 302.4	3	3	3	3	2	2	3	3	2	2	3
Average	2.75	2.75	2.75	2.75	2.25	2.25	2.75	3	2.5	2.5	2.25

CO-PO Mapping Matrix for Course Code: MC 302

COs#	PO1	PO2	PO3	PO4	PO5	PO6	PO7
MC 302.1	3	2	2	3	2	3	3
MC 302.2	2	3	3	3	3	2	2
MC 302.3	3	3	3	2	2	2	3
MC 302.4	3	3	3	3	2	2	3
Average	2.75	2.75	2.75	2.75	2.25	2.25	2.75

MC - 304: FINANCIAL INSTITUTIONS AND MARKETS

Type:
 Contact Hours: 45 minutes/day.
 Examination Duration: 3 Hours
 Mode: Lecture
 External Maximum Marks: 80
 External Pass Marks: 32 (i.e., 40%)
 Internal Maximum Marks: 20
 Total Max. Marks: 100
 Total Pass Marks: 40 (i.e., 40%)

Instructions To Paper Setter For End Semester Exam: Examiner will be required to set EIGHT questions in all.
 Question No.1 consisting of six short type questions carrying four (4) marks each is compulsory. Candidate is required to attempt four questions from the remaining seven questions carrying 15 marks each.

Course Objectives: The aim of this course is to highlight Indian Financial System and its recent developments.

Course Outcomes: At the end of this course, the student will be able:

MC 304.1- To understand Indian Financial System and list its role in economic development.

MC 304.2- To learn types of financial markets, structure and their recent developments.

MC 304.3- Know about the economic reforms laid by the government.

MC 304.4- To understand the provisions of different legal Act.

CO-PO Mapping Matrix for Course Code: MC- 304

COs#	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
MC-304.1	2	2	3	2	3	2	2	3	3	2	2
MC-304.2	3	3	2	3	3	3	3	3	3	2	2
MC-304.3	2	3	3	2	3	2	2	3	3	2	3
MC-304.4	3	2	2	3	2	3	3	2	2	3	2
Average	2.5	2.5	2.5	2.5	2.75	2.5	2.5	2.75	2.75	2.25	2.25

CO-PSO Mapping Matrix for Course Code: MC- 304

COs#	PSO1	PSO2	PSO3	PSO4	PSO5
MC-304.1	3	3	2	3	2
MC-304.2	2	3	2	2	3
MC-304.3	3	2	2	2	2
MC-304.4	2	2	3	3	2
Average	2.5	2.5	2.25	2.5	2.25

MC-309 : ADVERTISING MANAGEMENT

Type: Core Course
Contact hour: 40mins/lecture
Examination Duration: 3 Hours
Mode: Lecture
External Maximum Marks: 80
External Pass Marks: 32(i.e.40%)
Internal Maximum Marks: 20
Total Max. Marks: 100
Total Pass Marks: 40 (i.e.40%)

Instructions To Paper Setter For End Semester

Exam: Examiner will require to set EIGHT questions in all. Question No. 1 will consist of SIX short answers type questions covering the entire syllabus of 4 marks each. In Addition to compulsory question, examiner is required to set SEVEN more Questions. Students will be required to attempt FIVE questions in all. Question No. 1 will be compulsory. In Addition to compulsory question, student will have to attempt FOUR more questions. All questions will carry equal marks.

Course Objective: The objective of this course is to introduce the Advertising concepts and the role of advertising in business. It enables a student to make more effective advertising decisions.

Course Outcomes: At the end of this course, the student will be able to:

MC- 309.1: Understand the role of advertising and its different types.

MC- 309.2: Know about Advertising Budgets.

MC- 309.3: Acquire knowledge of Ad copy development and the various types of Advertising Media.

MC- 309.4: Understand how an advertising agency operates and the methods of testing advertisement effectiveness.

CO-PO Mapping Matrix for Course Code: MC-309

COs#	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
MC-309.1	3	3	3	2	3	3	2	3	3	3	2
MC-309.2	3	2	3	3	2	3	3	2	3	3	3
MC-309.3	2	3	3	2	3	2	3	3	2	3	2
MC-309.4	3	3	3	3	3	3	2	3	2	3	2
AVERA GE	2.75	2.75	3	2.5	2.75	2.75	2.5	2.75	2.5	3	2.25

CO-PSO Mapping Matrix for Course Code: MC-309

COs#	PSO1	PSO2	PSO3	PSO4	PSO5
MC- 309.1	3	3	3	2	3
MC- 309.2	3	2	3	2	3
MC- 309.3	3	3	1	3	2
MC- 309.4	3	3	2	3	2
Average	3	2.75	2.25	2.5	2.5

MC - 310: Application of Statistical Methods in Business

Type: Core Course (CC)
 Course Credits:
 Contact Hours: 40 mins/ lecture
 Examination Duration: 3 Hours
 Mode: Lecture
 External Maximum Marks: 80
 External Pass Marks: 32 (i.e., 40%)
 Internal Maximum Marks: 20
 Total Max. Marks: 100
 Total Pass Marks: 40 (i.e., 40%)

Instructions to Paper Setter for End Semester Exam: Examiner will be required to set Eight questions in all. Question No.1 will consist of six short-answer type questions carrying four marks each is compulsory. It covers the entire syllabus. In addition to Question no. 1, the examiner is required to set seven more questions. Student will be required to attempt Five questions in all. Question No.1 will be compulsory. In addition to compulsory question, student is required to attempt FOUR questions from the remaining seven questions carrying 14 marks each.

Course Objectives: The aim of this course is to give an overview of sampling and sampling methods. To give hands on experience about hypothesis testing using z- test ,t- test, F- test, chi square test and ANOVA.

Course Outcomes: At the end of this course, the student will be able to:

MC 310.1-how to apply various sampling methods

MC 310.2- Perform tests of hypothesis like t test,chi square tests and ANOVA

MC 310.3- Exposure to various parametric and non parametric tests

MC 310.4- Use of advanced tools such as factor Analysis, discriminating analysis etc.

CO-PO Mapping Matrix for Course Code: MC 310

COs#	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
MC 310.1	3	2	3	3	3	2	2	2	3	2	3
MC 310.2	3	2	3	3	3	2	2	2	3	3	3
MC 310.3	3	2	3	2	3	3	2	2	3	2	3
MC 310.4	3	2	3	3	3	3	2	2	3	2	3
Average	3	2	3	2.75	3	2.5	2	2	3	2.25	3

CO-PSO Mapping Matrix for Course Code: MC 310

COs#	PSO1	PSO2	PSO3	PSO4	PSO5
MC 310.1	3	2	2	3	3
MC 310.2	3	2	2	3	3
MC 310.3	3	2	2	3	3
MC 310.4	3	2	2	3	3
Average	3	2	2	3	3

MC - 317: Management of Industrial Relation

Type: Core Course Contact Hours: 40mins/lecture. Examination Duration: 3 Hours Mode: Lecture External Maximum Marks: 80 External Pass Marks: 32(i.e.40%) Internal Maximum Marks: 20 Total Max. Marks: 100 Total Pass Marks: 40	Instructions to Paper Setter For End Semester Exam: Examiner will be required to set Eight questions in all. Question No.1 comprising of six short type questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page. Candidate is required to attempt four questions from the remaining seven questions carrying 14 marks each.
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Course Objectives: The course intends to develop necessary understanding among students of various labour management relations issues and policies.

Course Outcomes: At the end of this course, the student will be able to:
 MC 317. 1. To study the concepts of industrial relations in India.
 MC 317. 2. To understand the various provisions relating to prevention and resolution of disputes.
 To study the evaluation of trade unionism and concept of collective bargaining.
 MC 317. 4. To study the provision related to grievance and how it affects the human resources performance.

CO-PO Mapping Matrix for Course Code: MC 317

COs#	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
MC 317	3	3	3	3	3	2	3	3	3	3	3
MC 317	3	3	3	3	3	3	3	3	2	3	3
MC 317	3	3	3	2	3	3	3	3	3	3	3
MC 317	3	3	3	3	3	3	3	3	3	2	3
Average	3	3	3	2.75	3	2.75	3	3	2.75	2.75	3

CO-PSO Mapping Matrix for Course Code: MC 317

COs#	PSO1	PSO2	PSO3	PSO4	PSO5
MC 317	3	3	3	3	2
MC 317	3	3	2	3	3
MC 317	3	3	3	3	3
MC 317	3	3	3	3	3
Average	3	3	2.75	3	2.75

MC 401: IT and E-Commerce

Course Objectives: The aim of this course is to provide an introduction to information systems for business and management. It is designed to familiarize students with organizational and managerial foundations of systems, the technical foundation for understanding information systems.

Course Outcomes: At the end of this course, the student will be able to:

MC 401.1 understand the concept of e-commerce, its difference and relationship with traditional commerce and the business models of e-commerce.

MC 401.2 know the use of online resources for marketing, advertising, CRM.

MC 401.3. learn the use of cloud computing, ERP, and cyber laws.

MC 401.4 appreciate the security issues in e-commerce and measures to safeguard from them.

CO-PO Mapping Matrix for Course Code: MC 401

COs#	PO 1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
MC 401.1	3	3	2	3	3	2	2	2	2	3	2
MC 401.2	3	2	3	3	2	3	2	2	2	2	2
MC 401.3	2	3	3	3	2	2	2	2	1	1	1
MC 401.4	3	2	2	2	3	3	3	3	3	2	2
Average	2.75	2.5	2.5	2.75	2.5	2.5	2.25	2.25	2	2	1.75

CO-PSO Mapping Matrix for Course Code: MC 401

COs#	PSO1	PSO2	PSO3	PSO4	PSO5
MC 401.1	3	3	2	3	3
MC 401.2	3	2	3	3	3
MC 401.3	2	3	3	3	2
MC 401.4	3	2	2	2	3
Average	2.75	2.5	2.5	2.75	2.75

MC – 402 : CORPORATE TAX PLANNING AND MANAGEMENT

Contact Hours: 40 minutes/lecture
 Examination Duration: 3 Hours
 Mode: Lecture
 External Maximum Marks: 80
 External Pass Marks: 32 (i.e., 40%)
 Internal Maximum Marks: 20
 Total Max. Marks: 100
 Total Pass Marks: 40(i.e., 40%)

Instructions to Paper Setter for End Semester Exam: Examiner will be required to set eight questions in all. Question No.1 will consist of six short-answer type questions carrying four marks each is compulsory. It covers the entire syllabus. In addition to Question no. 1, the examiner is required to set seven more questions. Student will be required to attempt five questions in all. Question No.1 will be compulsory. In addition to compulsory question, student is required to attempt FOUR questions from the remaining seven questions carrying 14 marks each.

Course Objectives: The aim of this course is to give an idea on various approaches of tax planning and ways to minimize the tax liability within the legal framework.

Course Outcomes: At the end of this course, the student will be able :

MC 402.1-To understand the different approaches of tax planning.

MC 402.2-To know about the different managerial decisions and tax planning.

To know about the different financial decisions and tax planning.

MC 402.4-To understand the tax planning related with merger, amalgamation and demerger.

CO-PO Mapping Matrix for Course Code: MC 402

COs#	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
MC 402.1	3	3	3	3	3	2	3	3	3	3	2
MC 402.2	3	3	2	3	3	2	3	3	3	2	2
MC 402.3	3	2	2	3	3	3	3	2	3	2	2
MC 402.4	3	2	2	2	2	3	2	3	3	2	3
Average	3	2.5	2.25	2.75	2.75	2.5	2.75	2.75	3	2.25	2.25

CO-PO Mapping Matrix for Course Code: MC 402

COs#	PO1	PO2	PO3	PO4	PO5	PO6	PO7
MC 402.1	3	3	3	3	3	2	3
MC 402.2	3	3	2	3	3	2	3
MC 402.3	3	2	2	3	3	3	3
MC 402.4	3	2	2	2	2	3	2
Average	3	2.5	2.25	2.75	2.75	2.5	2.75

MC – 403: Project Planning And Control

Type: Core Course
 Contact Hours: 40 minutes/lecture
 Examination Duration: 3 Hours
 Mode: Lecture
 External Maximum Marks: 80
 External Pass Marks: 32(i.e. 40%)
 Internal Maximum Marks: 20
 Total Max. Marks: 100
 Total Pass Marks: 40 (i.e. 40%)

Instructions To Paper Setter For End Semester

Exam: Examiner will be required to set Eight questions in all. Question No.1 will consist of six short-answer type questions carrying four marks each is compulsory. It covers the entire syllabus. In addition to Question no. 1, the examiner is required to set seven more questions. Student will be required to attempt Four questions in all. Question No.1 will be compulsory. In addition to compulsory question, student is required to attempt FOUR questions from the remaining eight questions carrying 14 marks each.

Course Objectives: The aim of the course is to introduce concept of project planning and learn project planning techniques, principles and execution methods to create projects that can be executed more effectively and efficiently.

Course Outcomes: After studying this course, the student will be able to:

MC-403.1: Generate project ideas & understand regulatory framework.

MC-403.2: Analyse the project from market, technical and financial point of view.

MC-403.3: understand and apply the project appraisal parameters.

MC-403.4: know project network techniques & problem of time and cost overrun & social cost benefit analysis of projects.

CO-PO Mapping Matrix for Course Code: MC- 403

Cos#	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO1 0	PO1 1
MC-403.1	3	2	3	3	3	2	3	3	3	3	3
MC-403.2	2	3	3	2	2	3	3	3	2	3	3
MC-403.3	3	3	3	3	3	2	2	3	3	3	3
MC-403.4	3	3	3	3	2	3	3	3	2	3	3
Average	2.75	2.75	3	2.75	2.5	2.5	2.75	3	2.5	3	3

CO-PSO Mapping Matrix for Course Code: MC-403

Cos#	PS01	PSO2	PS03	PSO4	PS04
MC-403.1	3	2	3	3	3
MC-403.2	2	3	3	2	3
MC-403.3	3	3	3	3	3
MC-403.4	3	3	3	2	3
Average	2.75	2.75	3	2.5	3

MC-408 : SALES MANAGEMENT

Type: Core Course
Contact hour: 40mins/lecture
Examination Duration: 3 Hours
Mode: Lecture
External Maximum Marks: 80
External Pass Marks: 32(i.e.40%)
Internal Maximum Marks: 20
Total Max. Marks: 100
Total Pass Marks: 40 (i.e.40%)

Instructions To Paper Setter For End Semester

Exam: Examiner will require to set EIGHT questions in all. Question No. 1 will consist of SIX short answers type questions covering the entire syllabus of 4 marks each. In Addition to compulsory question, examiner is required to set SEVEN more Questions. Students will be required to attempt FIVE questions in all. Question No. 1 will be compulsory. In Addition to compulsory question, student will have to attempt FOUR more questions. All questions will carry equal marks.

Course Objective: The main aim of this course is to Develop a plan for organizing, staffing and training a sales force and identify the key Factors in establishing and maintaining high morale in the sales force.

Course Outcomes: At the end of this course, the student will be able to:

MC-409.1: acquire knowledge about the basics of sales management and personal selling process.

MC-409.2: Understand the various decisions involved in sales planning, organization and sales budgeting.

MC-409.3: Understand the decision regarding sales territory and sales quota management.

MC-409.4: Understand the management of sales force and various measures for control and evaluation of sales force performance.

CO-PO Mapping Matrix for Course Code: MC-409

COs#	PO	PO	PO	PO	PO	PO	PO	PO	PO	PO1	PO1
	1	2	3	4	5	6	7	8	9	0	1
MC-409.1	3	3	2	3	3	3	2	2	3	3	2
MC-409.2	3	3	3	2	2	3	3	3	3	2	2
MC-409.3	3	2	2	3	2	3	3	3	2	2	3
MC-409.4	2	3	3	2	2	3	3	2	3	3	2
AVERAGE	2.75	2.75	2.5	2.5	2.25	3	2.75	2.5	2.75	2.5	2.25

CO-PSO Mapping Matrix for Course Code: MC- 409

COs#	PSO1	PSO2	PSO3	PSO4	PSO5
MC-409.1	3	3	3	3	2
MC-409.2	3	3	2	3	3
MC-409.3	3	2	2	3	3
MC-409.4	3	3	3	2	2
Average	3	2.75	2.5	2.75	2.5

MC 409: Service Marketing

Type: Core Course
 Course Credits:
 Contact Hours: 40 hours/lecture
 Examination Duration: 3 Hours
 Mode: Lecture
 External Maximum Marks: 80
 External Pass Marks: 32 (i.e., 40%)
 Internal Maximum Marks: 20
 Total Max. Marks: 100
 Total Pass Marks: 40 (i.e., 40%)

Instructions to Paper Setter for End Semester Exam: Examiner will be required to set Eight questions in all. Question No.1 will consist of six short-answer type questions carrying four marks each is compulsory. It covers the entire syllabus. In addition to Question no. 1, the examiner is required to set seven more questions. Student will be required to attempt Five questions in all. Question No.1 will be compulsory. In addition to compulsory question, student is required to attempt FOUR questions from the remaining seven questions carrying 14 marks each.

Course Objectives: The aim of this course is to underline the significance of service marketing in the global economy, to understand the aspects of successful service marketing and to provide insights to the challenges and opportunities in service marketing

Course Outcomes: At the end of this course, the student will be able to:
MC 409.1- explain the significance of service marketing in the global economy and aspects of successful service marketing and the challenges and opportunities in service marketing
MC 409.2- understand the nature and scope of service marketing
MC 409.3- understand the expectations of customers and know how to translate this into actual value for customers
MC 409.4- understand Customer protection and ethics in service marketing

CO-PO Mapping Matrix for Course Code: MC 409

COs#	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
MC409 .1	3	2	3	3	3	3	3	3	3	3	3
MC 409.2	3	2	3	3	3	3	3	2	3	3	3
MC 409.3	2	3	2	2	2	3	2	3	2	3	3
MC 409.4	2	3	2	3	3	3	2	3	2	3	3
Average	2.5	2.5	2.5	2.75	2.75	3	2.5	2.75	2.5	3	3

CO-PSO Mapping Matrix for Course Code: MC 409

COs#	PSO1	PSO2	PSO3	PSO4	PSO5
MC409 .1	3	2	3	2	3
MC 409.2	3	3	2	2	3
MC 409.3	3	3	2	2	3
MC 409.4	2	2	2	2	3
Average	2.75	2.5	2.25	2	3

MC - 418: STRATEGIC MANAGEMENT (HR)

Type:
 Contact Hours: 45 minutes/day.
 Examination Duration: 3 Hours
 Mode: Lecture
 External Maximum Marks: 80
 External Pass Marks: 28 (35%)
 Internal Maximum Marks: 20
 Total Max. Marks: 100
 Total Pass Marks: 40 (i.e., 40%)

Instructions To Paper Setter For End Semester Exam: Examiner will be required to set EIGHT questions in all.

Question No.1 comprising of SIX short type questions carrying four (4) marks each is compulsory. It covers the entire syllabus. Answer to each question should not be more than one page.

Candidate is required to attempt four questions from the remaining eight questions carrying 14 marks each.

Course Objectives: The aim of this course is to provide an underpinning of key business challenges in light of dynamic business environment and to develop a holistic approach to see these challenges comprehensively.

Course Outcomes: At the end of this course, the student will be able:

MC 418.1- To describe major theories in the field of strategic management.

MC 418.2- To develop their capacity to think and execute strategically.

MC 418.3- To outline international strategic alternatives.

MC 418.4- To list various challenges involved in strategic implementation and locate techniques of strategic control and evaluation.

CO-PO Mapping Matrix for Course Code: MC- 418

COs#	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
MC-418.1	3	2	3	2	3	2	2	3	3	2	2
MC-418.2	2	3	3	3	3	3	3	3	2	2	2
MC-418.3	3	3	3	2	2	2	2	3	3	2	3
MC-418.4	3	2	2	3	2	3	3	2	2	3	2
Average	2.75	2.5	2.75	2.5	2.5	2.5	2.50	2.75	2.5	2.25	2.25

CO-PSO Mapping Matrix for Course Code: MC- 418

COs#	PSO1	PSO2	PSO3	PSO4	PSO5
MC-418.1	2	2	2	3	2
MC-418.2	2	3	3	3	3
MC-418.3	3	2	2	2	2
MC-418.4	2	2	3	3	2
Average	2.25	2.25	2.5	2.75	2.25

MC - 420: VIVA-VOICE CUM CASE STUDY

Type:
 Contact Hours:
 Examination Duration:
 Mode:
 External Maximum Marks: 50
 External Pass Marks:
 Internal Maximum Marks:
 Total Max. Marks:
 Total Pass Marks:

Instructions To Paper Setter For End Semester Exam:
In fourth semester, in addition to six papers, MC-420 viva voce cum study is a compulsory paper carrying 50 marks.

Course Objectives: The aim of this course is to assess the overall knowledge of the student in the field of commerce acquired over two years of study in the postgraduate program.

Course Outcomes: At the end of this course, the student will be able to:
 MC-420.1. assess their communication, presentation skills & overall impression.
 MC-420.2. acquire sound knowledge through various forms of questions being asked.
 MC-420.3. develop good communication skills.
 MC-420.4. develop better understanding of the concepts through case studies.

CO-PO Mapping Matrix for Course Code: MC-420

COs#	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11
MC-420.1	3	3	3	3	3	2	3	3	2	3	3
MC-420.2	3	3	3	3	3	2	3	2	2	2	3
MC-420.3	3	2	3	2	2	3	2	2	3	2	3
MC-420.4	3	2	2	3	2	3	2	2	3	3	2
Average	3	2.5	2.75	2.75	2.5	2.5	2.5	2.25	2.5	2.5	2.75

CO-PSO Mapping Matrix for Course Code: MC-420

COs#	PSO1	PSO2	PSO3	PSO4	PSO5
MC-420.1	3	3	3	3	3
MC-420.2	3	3	3	2	2
MC-420.3	3	3	2	2	2
MC-420.4	3	2	2	3	3
Average	3	2.75	2.5	2.5	2.5


 Principal
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