

### B.Com Programme Outcomes

<b>PO1:</b> Apply commerce and related inter-disciplinary knowledge and skills.
<b>PO2:</b> Motivated to involve in commercial activities.
<b>PO3:</b> Exercise critical thinking and reasoning in problem solving activities.
<b>PO4:</b> To expose and develop technical, analytical and creative skills.
<b>PO5:</b> To promote and uphold Self-Discipline, Leadership Qualities, Secular Outlook, National Integration and Civic Responsibility.
<b>PO6:</b> Augment the Acquisition of Micro and Macro Skills of Tamil, Malayalam, Hindi and French Language Usages.
<b>PO7:</b> Enhance Communicative Linguistic Competency and Employability Quotient.
<b>PO8:</b> Exhibit consistent academic excellence and integrated personality towards lifelong Learning.

### B.Com Programme Specific Outcomes On completion of B.Com Degree – Student

<b>PSO 1:</b> Will be competent for career opportunities in the field of commerce and related activities.
<b>PSO 2:</b> Will show proficiency to pursue higher education and professional courses.
<b>PSO 3:</b> Will acquire the required skills to act as a well informed consumer, investor and manager.

### B.Com Programme Educational Objectives

<b>PEO 1:</b> Impart strong conceptual knowledge in core commerce courses.
<b>PEO 2:</b> Imbibe comprehensive skills for effective business communication.
<b>PEO 3:</b> Nurture ability to apply theoretical knowledge in real world environment.
<b>PEO 4:</b> Develop attitude to be informed, active and responsible citizen.
<b>PEO 5:</b> Synthesize commerce knowledge with nation building activities.

### Mapping of B.Com Programme Outcomes and Programme Specific Outcomes to B.Com Programme Educational Objectives

Programme Outcomes and Programme Specific Outcomes	PEO 1	PEO 2	PEO 3	PEO 4	PEO 5
<b>PO 1</b>	H	H	H	M	-
<b>PO 2</b>	H	M	M	M	M
<b>PO 3</b>	M	M	H	H	M
<b>PO 4</b>	H	M	M	-	M
<b>PO 5</b>	M	M	H	H	M
<b>PO 6</b>	-	-	-	-	-
<b>PO7</b>	-	H	-	-	-
<b>PO 8</b>	M	M	M	M	M
<b>PSO 1</b>	H	H	H	M	H
<b>PSO 2</b>	M	M	M	M	H
<b>PSO 3</b>	H	H	M	H	H

Correlation Level: H – High, M- Moderate, L-Low

**B.Com Programme**  
**B.Com/B.Com (CA)/B.Com (e-Commerce)/B.Com (Business Analytics)**  
**Semester I**

(For the students admitted from the academic year 2021– 2022 onwards)

<b>Course: Part III - Core I Financial Accounting -I</b>	<b>Course Code:</b> <b>121B01/121R01/121N01/121Y01</b>
<b>Semester: I</b>	<b>No. of Credits: 4</b>
<b>No. of hours : 75</b>	<b>C: 65 T: 10</b>
<b>CIA Max. Marks: 50</b>	<b>ESE Max. Marks: 50</b>

(C: Contact hours, T: Tutorial)

**Course Outcomes: On completion of the Course the student will be able to**

<b>CO</b>	<b>Statement</b>	<b>Bloom's Taxonomy level</b>
<b>CO1</b>	Generate final accounts of a sole trader.	E
<b>CO2 a</b>	Reconcile cash book with passbook.	A
<b>CO2 b</b>	Rectify errors in accounting entry.	A
<b>CO3</b>	Prepare final accounts under single entry system.	E
<b>CO4</b>	Determine depreciation methods for various kinds of assets.	A
<b>CO5</b>	Prepare final accounts for non-trading organisation.	E

**B.Com**  
**Semester I**

(For the students admitted from the academic year 2021 – 2022 onwards)

<b>Course: Part III - Core II - Business Organisation</b>	<b>Course Code: 121B02</b>
<b>Semester: I</b>	<b>No. of Credits: 4</b>
<b>No. of hours : 75</b>	<b>C: 65 T: 10</b>
<b>CIA Max. Marks: 50</b>	<b>ESE Max. Marks: 50</b>

(C: Contact hours, T: Tutorial)

**Course Outcomes: On completion of the Course the student will be able to**

<b>CO</b>	<b>Statement</b>	<b>Bloom's Taxonomy level</b>
<b>CO1</b>	Discuss the fundamentals of business.	U
<b>CO2</b>	Explain soletradership and partnership forms of organisation.	U
<b>CO3</b>	Identify the types of Joint stock company, Co-operatives, Private and Public Enterprises.	U
<b>CO4</b>	Discuss optimum size and suitable location for the business.	U
<b>CO5</b>	Explain business combination and ethics in business.	U

**U –Understand**

**B.Com/B.Com (CA)/B.Com (e-Commerce)/ B.Com (Business Analytics)  
Semester II**

**(For the students admitted from the academic year 2021 – 2022 onwards)**

<b>Course: Part III – Core III- Financial Accounting -II</b>	<b>Course Code: 221B03/221R03/221N03/221Y03</b>
<b>Semester: II</b>	<b>No. of Credits: 4</b>
<b>No. of hours : 75</b>	<b>C: 65 T: 10</b>
<b>CIA Max. Marks: 50</b>	<b>ESE Max. Marks: 50</b>

**(C: Contact hours, T: Tutorial)**

**Course Outcomes: On completion of the Course the student will be able to**

<b>CO</b>	<b>Statement</b>	<b>Bloom's Taxonomy level</b>
<b>CO1</b>	Prepare hire purchase and instalment accounts.	A
<b>CO2</b>	Compute the branch and departmental profit/loss.	E
<b>CO3</b>	Discuss the fundamentals of partnership accounts.	U
<b>CO4</b>	Prepare the accounts on admission of a partner.	A
<b>CO5</b>	Prepare the accounts on retirement and death of partner.	E

**U –Understand, A-Apply, E-Evaluate**

**B.Com  
Semester II**

**(For the students admitted from the academic year 2021–2022 onwards)**

<b>Course: Part III -Core IV–E-Banking</b>	<b>Course Code: 221B04</b>
<b>Semester: II</b>	<b>No. of Credits:4</b>
<b>No. of hours : 75</b>	<b>C:65T: 10</b>
<b>CIA Max. Marks: 50</b>	<b>ESE Max. Marks:50</b>

**(C: Contact hours, T: Tutorial)**

**Course Outcomes: On completion of the Course the student will be able to**

<b>CO</b>	<b>Statement</b>	<b>Bloom's Taxonomy level</b>
<b>CO1</b>	Gain Knowledge of the banking system.	U
<b>CO2</b>	Discuss banker and customer relationship.	U
<b>CO3</b>	Gain knowledge on rules relating to negotiable instruments.	U
<b>CO4</b>	Enable knowledge on electronic banking.	U
<b>CO5</b>	Involve in EFT.	An

**U –Understand, An-Analyse**

**B.Com. Programme Educational Objectives**

<b>PEO 1:</b> Impart strong conceptual knowledge in core commerce courses.
<b>PEO 2:</b> Imbibe comprehensive skills for effective business communication.
<b>PEO 3:</b> Cultivate ability to apply theoretical knowledge in real world environment.
<b>PEO 4:</b> Develop an attitude to become informed, active and responsible citizen.
<b>PEO 5:</b> Synthesis commerce knowledge with nation building activities.

### Programme Outcome

<b>PO1:</b> Understand and Apply commerce and related inter disciplinary knowledge and skills.
<b>PO2:</b> Work in digitalised environment.
<b>PO3:</b> Get motivated to involve in entrepreneurial activities.
<b>PO4:</b> Exercise critical thinking and reasoning in problem solving activities.
<b>PO5:</b> Pursue higher education / get ready for employment.
<b>PO6:</b> Develop self-confidence and attitude for lifelong learning.

### PROGRAMME SPECIFIC OUTCOME (PSO)

On completion of B.Com Degree -

- Take jobs applying conceptual knowledge in real business environment.
- Work in ICT environment.
- Competent to pursue higher education.
- Be better consumers.

### Mapping of Programme Outcome to Programme Educational Objectives

	<b>PEO 1</b>	<b>PEO 2</b>	<b>PEO 3</b>	<b>PEO 4</b>	<b>PEO 5</b>
<b>PO 1</b>	H	H	H	M	M
<b>PO 2</b>	H	H	H	M	M
<b>PO 3</b>	H	H	H	L	H
<b>PO 4</b>	M	M	H	M	M
<b>PO 5</b>	H	H	H	M	M
<b>PO 6</b>	H	H	H	M	M

**B.Com/B.Com (CA)/B.Com (e-Commerce)**

**Semester III**

**(For the students admitted during the academic year 2017 – 2018 and onwards)**

<b>Course Part III - Core V - Corporate Accounting</b>	<b>Course Code: 317B05/317R05/317N05</b>
<b>Semester: III</b>	<b>No. of Credits: 4</b>
<b>No. of hours : 75</b>	<b>C: 65 T: 10</b>
<b>CIA Max. Marks: 25</b>	<b>ESE Max. Marks: 75</b>

**(C: Contact hours, T: Tutorial)**

**Course Objectives:**

- C1: To introduce to basic concepts in corporate accounting.
- C2: To understand the methods of valuing shares and Goodwill.
- C3: To provide knowledge on the construction of final accounts of companies.
- C4: To impart basic knowledge on reconstruction of companies.

**Course Outcomes: On completion of the Course the student will be able to :**

<b>CO</b>	<b>Statement</b>	<b>Bloom's Taxonomy level</b>
<b>CO1</b>	Comprehend the fundamentals of Corporate Accounting.	R
<b>CO2</b>	Explain the various methods of issue of shares and debentures	U
<b>CO3</b>	Evaluate the methods of valuation of shares and goodwill.	A
<b>CO4</b>	Apply the concepts for the preparation of final accounts.	A
<b>CO5</b>	Compute the managerial remuneration as per Companies Act.	U
<b>CO6</b>	Analyse the accounting procedures for amalgamation and merger.	A
<b>CO7</b>	Design the reconstructed balance sheet of companies after reduction of share capital.	A

**R-Remembrance U –Understanding A-Apply**

**B.Com/ BBA(CA)**

**Semester III**

**(For the students admitted during the academic year 2017 – 2018 and onwards)**

<b>Course: Part III - Core VI – Commercial Law</b>	<b>Course Code: 317B06/317V06</b>
<b>Semester: III</b>	<b>No. of Credits: 4</b>
<b>No. of hours : 75</b>	<b>C:65 T:10</b>
<b>CIA Max. Marks: 25</b>	<b>ESE Max. Marks: 75</b>

**(C: Contact hours, T: Tutorial,)**

**Course Objectives:**

- C1: To impart basic knowledge of general law of contract.
- C2: To ensure knowledge on elements of a valid contract.
- C3: To gain knowledge on Sale of Goods Act.

**Course Outcomes: On completion of the Course the student will be able to:**

<b>CO</b>	<b>Statement</b>	<b>Bloom's Taxonomy level</b>
<b>CO1</b>	State the elements of valid contract	R
<b>CO2</b>	Discuss the fundamentals of general contract	U
<b>CO3</b>	Discuss the knowledge on capacity of parties entering into contract.	U
<b>CO4</b>	Summarise the legality of objects involved in contract.	U
<b>CO5</b>	Identify the various modes of discharge of contract.	R
<b>CO6</b>	Use different remedies for breach of contract.	A
<b>CO7</b>	Demonstrate knowledge relating to Sale of Goods Act.	U

**R-Remembrance U –Understanding A-Apply**

**B.Com/B.Com(e-Commerce)**

**Semester III**

**(For the students admitted during the academic year 2017 – 2018 and onwards)**

<b>Course: Part III - Core VII–Principles of Management</b>	<b>Course Code: 317B07/317N07</b>
<b>Semester: III</b>	<b>No. of Credits: 4</b>
<b>No. of hours : 75</b>	<b>C:65 T:10</b>
<b>CIA Max. Marks: 25</b>	<b>ESE Max. Marks: 75</b>

**(C: Contact hours, T: Tutorial)**

**Course Objectives:**

- C1: To understand the basic concepts of management.
- C2: To understand the concepts, principles and techniques of management.

- C3: To understand the various functions of management.
- C4: To obtain the knowledge on leadership styles.

**Course Outcomes: On completion of the Course the student will be able to:**

CO	Statement	Bloom's Taxonomy level
CO1	Comprehend the conceptual knowledge of management.	R
CO2	Recognise the principles of management practices.	R
CO3	Describe the process of planning and decision making.	U
CO4	Discuss the functions of staffing.	U
CO5	Explain the different types of leadership style.	U
CO6	Discuss motivational techniques in business.	U
CO7	Assess the various methods of coordination and techniques of control.	A

R-Remembrance U –Understanding A-Apply

### B.Com Semester III

(For the students admitted from the academic year 2017-2018 and onwards)

<b>Course: Part III - Core VIII – Entrepreneurial Development</b>	<b>Course Code: 317B08</b>
<b>Semester: III</b>	<b>No. of Credits: 3</b>
<b>No. of hours : 60</b>	<b>C:52 T: 8</b>
<b>CIA Max. Marks: 25</b>	<b>ESE Max. Marks: 50</b>

(C: Contact hours, T: Tutorial)

#### Course Objectives:

- C1: To expose the students to entrepreneurial culture.
- C2: To motivate the students to setup and manage Micro, Small and Medium Enterprise.
- C3: To provide orientation towards entrepreneurship.
- C4: To encourage creative thinking among the students for new start-ups.
- C5: To impart knowledge on institutions supporting financial assistance.

**Course Outcomes: On completion of the Course the student will be able to:**

CO	Statement	Bloom's Taxonomy level
CO1	Identify the concepts of entrepreneurship and skills expected from an entrepreneur.	R
CO2	Examine the various business opportunities.	U
CO3	Analyze the uses of the Entrepreneurial Development Programmes.	A

<b>CO4</b>	Identify the opportunities available for women entrepreneurs.	R
<b>CO5</b>	Examine the complete framework of project identification and project preparation	U
<b>CO6</b>	Apply the knowledge on starting MSMEs	A

**R-Remembrance U –Understanding A-Apply**

**B.Com  
Semester III**

**(For the students admitted from the academic year 2017-2018 and onwards)**

<b>Course: Part IV - Non Major Elective - Entrepreneurial Development</b>	<b>Course Code: 317NED</b>
<b>Semester: III</b>	<b>No. of Credits: 2</b>
<b>No. of hours : 30</b>	<b>C: 26 T: 4</b>
<b>CIA Max. Marks: 50</b>	<b>ESE Max. Marks: -</b>

**(C: Contact hours, T: Tutorial)**

**Course Objectives:**

- CN1: To enlighten the students with the entrepreneurial culture.
- CN2: To provide comprehensive knowledge on entrepreneurship development.
- CN3: To understand problems and prospects of women entrepreneurs.
- CN4: To stimulate the students to take up self-employment ventures.

**Course Outcomes: On completion of the Course the student will be able to:**

<b>CO</b>	<b>Statement</b>	<b>Bloom's Taxonomy level</b>
CON1	Comprehend the concepts of entrepreneurship and skills expected from an entrepreneur.	R
CON2	Examine the various opportunities and challenges of entrepreneurs.	U
CON3	Assess the various phases of EDP.	A
CON4	Identify the scope and opportunities for women entrepreneurs.	R
CON5	Apply knowledge on starting MSMEs.	A

**R-Remembrance U –Understanding A-Apply**

**B.Com/B.Com (CA)/ B.Com (e-Commerce)  
Semester III**

**(For the students admitted from the academic year 2021 – 2022 onwards)**

<b>Part IV Skill Enhancement Course I: Professional English for Commerce</b>	<b>Course Code:321BS1/321RS1/321NS1</b>
<b>Semester: III</b>	<b>No. of Credits: 2</b>
<b>No. of hours : 45</b>	<b>C: 40 T:5</b>



<b>CIA Max. Marks: 100</b>	<b>ESE Max. Marks: -</b>
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**(C: Contact hours, T: Tutorial)**

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

<b>CO</b>	<b>Statement</b>	<b>Bloom's Taxonomy level</b>
<b>CO1</b>	Prepare curriculum vitae.	A
<b>CO2</b>	Attend interviews effectively.	A
<b>CO3</b>	Plan to conduct meeting efficiently and maintenance of records relating to meeting.	A
<b>CO4</b>	Create and present organised and focused messages through speaking skills.	A
<b>CO5</b>	Implement skills on usage of group communication.	A

**A-Apply**

**B.Com/B.Com(e-Commerce)**

**Semester IV**

**(For the students admitted during the academic year 2017 – 2018 and onwards)**

<b>Course: Part III - Core IX – Company Law</b>	<b>Course Code: 417B09/417N09</b>
<b>Semester: IV</b>	<b>No. of Credits: 4</b>
<b>No. of hours : 75</b>	<b>C: 65 T: 10</b>
<b>CIA Max. Marks: 25</b>	<b>ESE Max. Marks: 75</b>

**(C: Contact hours, T: Tutorial)**

**Course Objectives:**

- C1: To acquaint with the basic knowledge on company law.
- C2: To provide knowledge on promotion of a company.
- C3: To impart knowledge on formation of a company.
- C4: To understand concepts relating to company meetings.

**Course Outcomes: On completion of the Course the student will be able to:**

<b>CO</b>	<b>Statement</b>	<b>Bloom's Taxonomy level</b>
<b>CO1</b>	Comprehend the knowledge on promotion and formation of the company.	R
<b>CO2</b>	Summarise the various clauses of Memorandum of Association and alteration.	U
<b>CO3</b>	Explain the contents of Articles of Association.	U
<b>CO4</b>	Characterise the prospectus of the company.	A
<b>CO5</b>	Generate knowledge on company management and administration.	A
<b>CO6</b>	Discuss the duties and liabilities of directors under Indian Companies Act.	U

**R-Remembrance U –Understanding A-Apply**

**B.Com/B.Com(CA)/B.Com(e-Commerce)**

**Semester IV**

**(For the students admitted during the academic year 2017 – 2018 and onwards)**

<b>Course: Part III – Core X – Cost Accounting</b>	<b>Course Code:417B10/417R10/417N10</b>
<b>Semester: IV</b>	<b>No. of Credits: 4</b>
<b>No. of hours : 75</b>	<b>C: 65 T: 10</b>
<b>CIA Max. Marks: 25</b>	<b>ESE Max. Marks: 75</b>

**(C: Contact hours, T: Tutorial)**

**Course Objectives:**

- C1: To understand the concepts of cost accounting.
- C2: To impart knowledge on methods of costing.
- C3: To familiarize with the techniques of material control.
- C4: To understand the basics of process and service costing.
- C5: To be conversant with the frontiers of cost accounting.

**Course Outcomes: On completion of the Course the student will be able to :**

<b>CO</b>	<b>Statement</b>	<b>Bloom's Taxonomy level</b>
<b>CO1</b>	Comprehend the basic concepts and various tools used in Cost Accounting.	R
<b>CO2</b>	Apply the methods of Cost Accounting in ascertaining cost.	A
<b>CO3</b>	Discuss the various techniques of material control.	U
<b>CO4</b>	Implement the methods of valuing material issue.	A
<b>CO5</b>	Assess the Labour cost and overhead cost.	A
<b>CO6</b>	Apply the steps involved in process costing.	A
<b>CO7</b>	Analyse cost and profit under operating and contract costing.	A

**R-Remembrance U –Understanding A-Apply**

**B.Com/B.Com (CA)**

**Semester IV**

**(For the students admitted during the academic year 2017 – 2018 and onwards)**

<b>Course:Part III - Core XI – Banking Law and Practice</b>	<b>Course Code:417B11/417R11</b>
<b>Semester: IV</b>	<b>No. of Credits: 4</b>
<b>No. of hours : 75</b>	<b>C: 65 T: 10</b>
<b>CIA Max. Marks: 25</b>	<b>ESE Max. Marks: 75</b>

**(C: Contact hours, T: Tutorial)**

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**Course Objectives:**

- C1: To provide specialised knowledge on banking system in India.
- C2: To impart knowledge on negotiable instruments.
- C3: To provide knowledge on the statutory protections available to banker.
- C4: To acquaint with the modern banking operations.

**Course Outcomes: On completion of the Course the student will be able to:**

CO	Statement	Bloom's Taxonomy level
CO1	Describe the basics of banking.	R
CO2	Comprehend knowledge on the financial instruments of banking sector.	R
CO3	Explain the usage of core banking operations.	U
CO4	Discuss the banker's duties and responsibility	U
CO5	Apply knowledge on usage of modern banking products and services in India.	A
CO6	Develop the ways and means of ensuring safety and security of banking operation.	A

R-Remembrance U –Understanding A-Apply

**B.Com****Semester IV**

**(For the students admitted during the academic year 2017 – 2018 and onwards)**

<b>Course Part III - Core XII – Auditing</b>	<b>Course Code:417B12</b>
<b>Semester: IV</b>	<b>No. of Credits: 4</b>
<b>No. of hours : 60</b>	<b>C:52 T:08</b>
<b>CIA Max. Marks: 25</b>	<b>ESE Max. Marks: 75</b>

**(C: Contact hours, T: Tutorial)**

**Course Objectives:**

- C1: To provide knowledge on the basic concepts of auditing.
- C2: To understand vouchers, vouching and verification of accounts.
- C3: To acquaint knowledge on procedure of auditing for a business.
- C4: To familiarise with the powers, duties and liabilities of an auditor.

**Course Outcomes: On completion of the Course the student will be able to :**

CO	Statement	Bloom's Taxonomy level
CO1	Describe the fundamental concepts of auditing.	R
CO2	Summarize the audit procedure.	U
CO3	Analyse audit evidence	A
CO4	Explain verification and valuation of assets and liabilities.	U

<b>CO5</b>	Recognize the powers, duties and liabilities of an auditor.	U
<b>CO6</b>	Apply the knowledge of auditing in business.	A

**R-Remembrance U –Understanding A-Apply**

**B.Com/B.Com (CA)/B.Com (e-Commerce)  
Semester IV**

**(For the students admitted during the academic year 2017 – 2018 and onwards)**

<b>Course: Allied IV – Statistics</b>	<b>Course Code:417AB4/417AR4/417AN4</b>
<b>Semester: IV</b>	<b>No. of Credits: 4</b>
<b>No. of hours : 90</b>	<b>C:78 T: 12</b>
<b>CIA Max. Marks: 25</b>	<b>ESE Max. Marks: 75</b>

**(C: Contact hours, T: Tutorial)**

**Course Objectives:**

- CA1: To impart knowledge on theoretical concepts of statistics.
- CA2: To provide knowledge on methods of diagrammatic and graphic representation.
- CA3: To acquaint knowledge on statistical tools available for analysis.
- CA4: To understand the applications of statistical techniques in business.

**Course Outcomes: On completion of the Course the student will be able to:**

<b>CO</b>	<b>Statement</b>	<b>Bloom's Taxonomy level</b>
<b>COA1</b>	Comprehend the basic concepts of statistics.	R
<b>COA2</b>	Discuss the methods of sampling.	U
<b>COA3</b>	Create, read and interpret graphs, charts, histograms and diagrams.	A
<b>COA4</b>	Use basic measures of central tendency and variation.	A
<b>COA5</b>	Interpret the relationship between two variables in statistical terms.	U
<b>COA6</b>	Apply knowledge of statistical tools in business data analysis.	A

R-Remembrance U –Understanding A-Apply

**B.Com  
Semester IV**

**(For the students admitted from the academic year 2021 – 2022 onwards)**

<b>Course: Part IV – Skill Enhancement Course II – Webpage Designing – Practicals</b>	<b>Course Code: 421BS2</b>
<b>Semester: IV</b>	<b>No. of Credits: 2</b>
<b>No. of hours : 45</b>	<b>T:5 P;40</b>
<b>CIA Max. Marks: 100</b>	<b>ESE Max. Marks: -</b>

**(P: Practical, T: Tutorial)**

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

CO	Statement	Bloom's Taxonomy level
CO1	Design web pages using standard HTML tags and cascading style sheets.	A
CO2	Convert graphics into web pages as embedded images, links and backgrounds.	A
CO3	Design a web page for a business.	C

**A-Apply, C-Create**

**B.Com**

**Semester IV**

**(For the students admitted from the academic year 2021 – 2022 onwards)**

<b>Course: Part IV – Skill Enhancement Course II – Principles of Advertising</b>	<b>Course Code:421BS3</b>
<b>Semester: IV</b>	<b>No. of Credits: 2</b>
<b>No. of hours : 45</b>	<b>C:40 T: 5</b>
<b>CIA Max. Marks: 100</b>	

**(C: Contact hours T: Tutorial)**

**Course Outcomes: On completion of the Course the student will be able to**

CO	Statement	Bloom's Taxonomy level
CO1	Describe scope and ethics in advertisement.	U
CO2	Identify the functions of advertising agency.	U
CO3	Design effective advertisement layout and copy.	C
CO4	Identify appropriate media of advertisement.	U
CO5	Prepare advertisement budget and plan advertisement campaign.	A

**U –Understand A-Apply C-Create**

**B.Com**

**Semester IV**

**(For the students admitted from the academic year 2021 – 2022 onwards)**

<b>Course: Advanced Learners Course I –Principles of Insurance</b>	<b>Course Code: 421BA1</b>
<b>Semester: IV</b>	<b>No. of Credits: 4</b>
<b>Self Learning</b>	<b>ESE Max. Marks: 100</b>

**Course Outcomes: On completion of the Course the student will be able to**

CO	Statement	Bloom's Taxonomy level
CO1	Express the concept of risk.	U
CO2	Describe the elements of insurance.	U
CO3	Compare and contrast different life insurance policies.	A
CO4	Discuss the concept of marine insurance.	U
CO5	Discuss the basics of fire and miscellaneous insurance.	U

**U –Understand, A-Apply**

**B.Com**  
**Semester IV & VI**

(For the students admitted from the academic year 2021 – 2022 onwards)

<b>Course: Part IV–Advanced Learners Course I&amp; II Institutional Training</b>	<b>Course Code: 421BA2 / 621BA5</b>
<b>Semester: IV&amp; VI</b>	<b>No. of Credits:4</b>
<b>Self Learning</b>	<b>ESE Max. Marks: 100</b>

**Course Outcomes: On completion of the Course the student will be able to**

<b>CO</b>	<b>Statement</b>	<b>Bloom's Taxonomy level</b>
<b>CO1</b>	Relate knowledge of theory in practical business environment.	A
<b>CO2</b>	Explain the function of business activities.	An
<b>CO3</b>	Awareness on the challenges in the dynamic business environment.	An

**A-Apply An-Analyse**

**B.Com**  
**Semester IV & VI**

(For the students admitted from the academic year 2021 – 2022 onwards)

<b>Course :Advanced Learners Course I &amp; II MOOC</b>	<b>Course Code: 421BA3/621BA6</b>
<b>Semester: IV &amp; VI</b>	<b>No. of Credits: 4</b>
<b>Self Learning</b>	<b>ESE Max. Marks: 100</b>

**Course Outcomes: On completion of the Course the student will be able to**

<b>CO</b>	<b>Statement</b>	<b>Bloom's Taxonomy level</b>
<b>CO1</b>	Utilise MOOC for self and lifelong learning.	A
<b>CO2</b>	Enhance the domain knowledge in the area of interest by participating in MOOC.	A

**A-Apply**

**B.Com**  
**Semester V**

(For the students admitted from the academic year 2021 – 2022 onwards)

<b>Course: Part III – Core XIII – Micro Finance</b>	<b>Course Code: 521B13</b>
<b>Semester: V</b>	<b>No. of Credits: 4</b>
<b>No. of hours : 75</b>	<b>C:65 T:10</b>
<b>CIA Max. Marks: 50</b>	<b>ESE Max. Marks: 50</b>

**(C: Contact hours T: Tutorial)**

**Course Outcomes: On completion of the Course the student will be able to**

<b>CO</b>	<b>Statement</b>	<b>Bloom's Taxonomy level</b>
<b>CO1</b>	Discuss the role of micro finance and micro finance institutions.	U
<b>CO2</b>	Explore the microfinance delivery methodologies.	U
<b>CO3</b>	Discuss the innovative and creative micro finance models.	U

<b>CO4</b>	Identify impact of micro finance and illustrate the financial products and services.	U
<b>CO5</b>	Explain the revenue models of micro finance and risk management.	U

**U –Understand**

**B.Com/B.Com(CA)/B.Com(e-Commerce)  
Semester V**

**(For the students admitted during the academic year 2017 – 2018 and onwards)**

<b>Course: Part III - Core XIV Income Tax</b>	<b>Course Code: 517B14/517R14/517N14</b>
<b>Semester: IV</b>	<b>No. of Credits: 5</b>
<b>No. of hours : 90</b>	<b>C: 78 T: 12</b>
<b>CIA Max. Marks: 25</b>	<b>ESE Max. Marks: 75</b>

**(C: Contact hours T: Tutorial)**

**Course Objectives:**

- C1: To gain conceptual understanding of Income Tax provisions.
- C2: To apply knowledge of tax provisions on calculation of salary income.
- C3: To understand tax provisions relating to income from house property.
- C4: To familiarise the students on the provisions of tax relating to computation of business and professional income.
- C5: To understand the application of the provisions relating to capital gains.
- C6: To gain understanding of provisions relating to deductions from GTI.

**Course Outcomes: On completion of the Course the student will be able to:**

<b>CO</b>	<b>Statement</b>	<b>Bloom's Taxonomy level</b>
<b>CO1</b>	Comprehend the fundamental concept of income tax.	R
<b>CO2</b>	Calculate the Salary income.	A
<b>CO3</b>	Implement the provisions relating to house property.	A
<b>CO4</b>	Calculate the income from other sources.	A
<b>CO5</b>	Compute business or professional income.	U
<b>CO6</b>	Assess capital gain and identify ways of saving Capital Gains Tax.	A
<b>CO7</b>	Discuss and apply provisions regarding deduction from GTI.	U

**R-Remembrance U –Understanding A-Apply**

**B.Com/B.Com(CA)**

**Semester V**

**(For the students admitted during the academic year 2017 – 2018 and onwards)**

<b>Course : Part III - Core XV Business Finance</b>	<b>Course Code: 517B15/517R15</b>
<b>Semester: V</b>	<b>No. of Credits: 4</b>
<b>No. of hours : 75</b>	<b>C: 65 T: 10</b>
<b>CIA Max. Marks: 25</b>	<b>ESE Max. Marks: 75</b>

**(C: Contact hours, T: Tutorial)**

**Course Objectives:**

- C1: To familiarise with the basics of corporate finance.
- C2: To provide knowledge on the sources of business finance.
- C3: To develop an understanding on financial planning.
- C4: To impart knowledge on the concepts of capital structure.

**Course Outcomes: On completion of the Course the student will be able to:**

<b>CO</b>	<b>Statement</b>	<b>Bloom's Taxonomy level</b>
<b>CO1</b>	Define and identify the concepts of Business Finance.	R
<b>CO2</b>	Explain the role of finance in an organisation.	U
<b>CO3</b>	Interpret the functions of business finance.	U
<b>CO4</b>	Discuss the significance of financial planning.	U
<b>CO5</b>	Summarise the sources of business finance.	U
<b>CO6</b>	Account the components of the basic concepts of business finance.	A

**R-Remembrance U –Understanding A-Apply**

**B.Com/B.Com(CA)/B.Com(e-Commerce)/BBA (CA)**

**Semester V**

**(For the students admitted during the academic year 2017 – 2018 and onwards)**

<b>Course : Part III - Core XVI Business Communication</b>	<b>Course Code: 517B16/517R16/517N16/517V16</b>
<b>Semester: V</b>	<b>No. of Credits: 4</b>
<b>No. of hours : 75</b>	<b>C:65 T:10</b>
<b>CIA Max. Marks: 25</b>	<b>ESE Max. Marks: 75</b>

**(C: Contact hours, T: Tutorial)**

**Course Objectives:**

- C1: To provide knowledge on basic concepts of communication.
- C2: To familiarize and train the students in drafting effective business letters.
- C3: To impart knowledge on making credit and status enquiries.



- C4: To gain knowledge on writing complaints and adjustments.
- C5: To enhance the techniques in writing collection, sales and circular letters.
- C6: To inculcate knowledge on writing various types of reports.
- C7: To give exposure on writing application letter.

**Course Outcomes: On completion of the Course the student will be able to :**

CO	Statement	Bloom's Taxonomy level
CO1	Comprehend the knowledge on basic concepts of communication.	R
CO2	Discuss the principles of effective business letters.	U
CO3	Design and develop credit and status enquiry letters.	A
CO4	Identify the techniques of writing collection, sales and circular letters.	R
CO5	Explain the various types of reports.	U
CO6	Design application letter.	A

R-Remembrance U –Understanding A-Apply

B.Com/B.Com(CA)

Semester V

(For the students admitted during the academic year 2017 – 2018 and onwards)

<b>Course : Part III - Elective I - Investment Management</b>	<b>Course Code: 517BE1/517RE1</b>
<b>Semester: V</b>	<b>No. of Credits: 4</b>
<b>No. of hours : 90</b>	<b>C: 78 T: 12</b>
<b>CIA Max. Marks: 25</b>	<b>ESE Max. Marks: 75</b>

**(C: Contact hours, T: Tutorial)**

**Course Objectives:**

- CE1: To acquaint students with the basics of investment.
- CE2: To impart knowledge on alternative investment media.
- CE3: To give basic knowledge of financial securities.
- CE4: To familiarize on risk and return.
- CE5: To acquaint knowledge on security analysis
- CE6: To provide knowledge on the phases of portfolio management

**Course Outcomes: On completion of the Course the student will be able to:**

CO	Statement	Bloom's Taxonomy level
CO1	Comprehend the fundamentals of investment management.	R
CO2	Comprehend the benefits and demerits of each avenue of investment.	R

<b>CO3</b>	Identify risk and returns of each investment avenue.	R
<b>CO4</b>	Analyze the difference in investing in equity and fixed income securities.	A
<b>CO5</b>	Discuss the components of fundamental analysis.	U
<b>CO6</b>	Interpret chart pattern of technical analysis.	U

**R-Remembrance U –Understanding A-Apply**

**B.Com/B.Com(CA)/B.Com(e-Com)  
Semester V**

**(For the students admitted during the academic year 2017 – 2018 and onwards)**

<b>Course :Part III – Elective I – Retail Marketing</b>	<b>Course Code: 517BE2/517RE2/517NE2</b>
<b>Semester: V</b>	<b>No. of Credits: 4</b>
<b>No. of hours : 90</b>	<b>C:78 T:12</b>
<b>CIA Max. Marks: 25</b>	<b>ESE Max. Marks: 75</b>

**(C: Contact hours, T: Tutorial)**

**Course Objectives:**

- CE1: To understand the conceptual aspects of the retail sector.
- CE2: To identify the factors influencing the location of retail business.
- CE3: To know the effect of branding in retail market.
- CE4: To enhance knowledge in Supply Chain Management.
- CE5: To identify the role of IT in retail sector.

**Course Outcomes: On completion of the Course the student will be able to:**

<b>CO</b>	<b>Statement</b>	<b>Bloom's Taxonomy level</b>
<b>CO1</b>	Comprehend the conceptual aspects of the retail sector.	R
<b>CO2</b>	Examine the retail location and layout in retail market sector.	U
<b>CO3</b>	Analyse individual and family brands.	A
<b>CO4</b>	Recognise the buyer beware for protecting consumer.	U
<b>CO5</b>	Discuss the ethical aspects of trade, commerce and industry.	U
<b>CO6</b>	Able to apply the functions of Supply Chain Management.	A
<b>CO7</b>	Able to understand Information Technology tools in retail marketing.	U
<b>CO8</b>	Identify the reason for growth of e-tail market.	U

**R-Remembrance U –Understanding A-Apply**

**B.Com  
Semester V**

**(For the students admitted from the academic year 2021 – 2022 onwards)**

<b>Course: Part IV Skill Enhancement Course III :SQL – Practicals</b>	<b>Course Code: 521BS4</b>
<b>Semester: V</b>	<b>No. of Credits:2</b>
<b>No. of hours : 45</b>	<b>T: 6 P: 39</b>
<b>CIA Max. Marks: 100</b>	<b>ESE Max. Marks: -</b>

**(T: Tutorial, P: Practical)**

**Course Outcomes: On completion of the Course the student will be able to**

<b>CO</b>	<b>Statement</b>	<b>Bloom's Taxonomy level</b>
<b>CO1</b>	Gain knowledge on SQL programming using variables and functions.	A
<b>CO2</b>	Prepare Database using SQL	A
<b>CO3</b>	Draw report using SQL queries.	A

**A-Apply**

**B.Com  
Semester V**

**(For the students admitted from the academic year 2021 – 2022 onwards)**

<b>Course: Part IV– Skill Enhancement Course III –Salesmanship</b>	<b>Course Code: 521BS5</b>
<b>Semester: V</b>	<b>No. of Credits: 2</b>
<b>No. of hours : 45</b>	<b>C:40 T: 5</b>
<b>CIA Max. Marks: 100</b>	<b>ESE Max. Marks: -</b>

**(C: Contact hours T: Tutorial)**

**Course Outcomes: On completion of the Course the student will be able to**

<b>CO</b>	<b>Statement</b>	<b>Bloom's Taxonomy level</b>
<b>CO1</b>	Describe the role & responsibilities of salesman.	A
<b>CO2</b>	Identify the personal selling process and sales forecasting techniques.	C
<b>CO3</b>	Discuss process of recruitment and types of training.	A
<b>CO4</b>	Explain basics of motivation and remunerating salesman.	U
<b>CO5</b>	Examine the performance of salesman.	U

**U –Understand, A-Apply C-Create**

**B.Com/B.Com(CA)/B.Com(e-Commerce)  
Semester VI**

**(For the students admitted during the academic year 2017 – 2018 and onwards)**

<b>Course: Part III- Core XVII Management Accounting</b>	<b>Course Code: 617B17/617R17/617N17</b>
<b>Semester: VI</b>	<b>No. of Credits: 4</b>
<b>No. of hours : 90</b>	<b>C: 78 T: 12</b>

<b>CIA Max. Marks: 25</b>	<b>ESE Max. Marks: 75</b>
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**(C: Contact hours, T: Tutorial)**

**Course Objectives:**

- CO1: To provide fundamental knowledge in Management Accounting.
- CO2: To develop an understanding of the techniques of management accounting.
- CO3: To develop skills associated with the interpretation of financial statements.
- CO4: To enable students in systematically applying management accounting concepts in business environment.
- CO5: To develop problem solving skills associated with the use of accounting information in decision making.

**Course Outcomes: On completion of the Course the student will be able to:**

<b>CO</b>	<b>Statement</b>	<b>Bloom's Taxonomy level</b>
<b>CO1</b>	Identify the role of management accounting in decision-making.	R
<b>CO2</b>	Explain the contribution of management accounting to financial reporting.	U
<b>CO3</b>	Discuss the role of quantitative and qualitative information in decision making.	U
<b>CO4</b>	Apply tools and techniques to plan, control and make decisions.	A
<b>CO5</b>	Utilize cost-volume-profit techniques for effective managerial decisions.	A
<b>CO6</b>	Analyze the ideas and practices of budgeting in business decision-making.	A

**R-Remembrance U –Understanding A-Apply**

**B.Com  
Semester VI**

**(For the students admitted during the academic year 2017 – 2018 and onwards)**

<b>Course :Part III - Core XVIII Export Management</b>	<b>Course Code: 617B18</b>
<b>Semester: VI</b>	<b>No. of Credits: 4</b>
<b>No. of hours : 90</b>	<b>C:78 P:12</b>
<b>CIA Max. Marks: 25</b>	<b>ESE Max. Marks: 75</b>

**(C: Contact hours, P: Practical – Forms Filling)**

**Course Objectives:**

- CO1: To understand the conceptual framework of export trade.
- CO2: To gain the knowledge on foreign trade policy in India.
- CO3: To identify the various export promotion measures in India.
- CO4: To train the students with practical exposure on export procedures and documentation.
- CO5: To familiarize the students with various methods of export pricing.

- CO6: To impart knowledge on methods of payments used in export trade.
- CO7: To inculcate knowledge on export finance.

**Course Outcomes: On completion of the Course the student will be able to:**

CO	Statement	Bloom's Taxonomy level
CO1	Comprehend the framework of export trade.	R
CO2	Recognize the foreign trade policy of India.	U
CO3	Analyse the export promotion measures available for Indian Exporters.	A
CO4	Discuss export procedures and formalities.	U
CO5	Explain the various methods of export pricing	U
CO6	Assess the financial support available for the exporters.	A

**R-Remembrance U –Understanding A-Apply**

**B.Com**

**Semester VI**

**(For the students admitted during the academic year 2017 – 2018 and onwards)**

<b>Course: Part – III Core Course XIX Goods and Services Tax</b>	<b>Course Code: 617B19</b>
<b>Semester: VI</b>	<b>No. of Credits:3</b>
<b>No. of hours : 45</b>	<b>C:39 T: 6</b>
<b>CIA Max. Marks: -25</b>	<b>ESE Max. Marks: 50</b>

**(C: Contact hours, T: Tutorial)**

**Course Objectives:**

- CL1: To understand the concept of GST
- CL2: To familiarize on key elements of GST
- CL3: To develop knowledge on GST mechanism
- CL4: To create an insight into practical aspects of GST.

**Course Outcomes: On completion of the Course the student will be able to:**

CO	Statement	Bloom's Taxonomy level
CO1	Comprehend basics of GST	R
CO2	Define the key elements of GST	R
CO3	Explain knowledge on GST mechanism	U
CO4	Discuss registration procedure.	U
CO5	Recognise Returns under GST law	R
CO6	Describe the practical aspects of GST.	R

**R-Remembrance U –Understanding A-Apply**

## B.Com

### Semester VI

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course :Part III - Elective II Capital Markets	Course Code: 617BE3/617RE3
Semester: VI	No. of Credits: 4
No. of hours : 90	C: 78 T: 12
CIA Max. Marks: 25	ESE Max. Marks: 75

(C: Contact hours, T: Tutorial)

#### Course Objectives:

- CE1: To expose the students on structure of financial system in India.
- CE2: To make the students familiar with the characteristics of financial assets.
- CE3: To have an understanding on the functioning of New Issue Market.
- CE4: To introduce online share trading procedures.
- CE5: To impart the role of SEBI.

**Course Outcomes: On completion of the Course the student will be able to**

CO	Statement	Bloom's Taxonomy level
CO1	Comprehend the financial system in Indian context.	R
CO2	Explain the characteristics of different financial assets.	U
CO3	Characterise New Issue Market.	A
CO4	Summarise the role of SEBI in capital market regulation.	U
CO5	Discuss the depository system in India	U
CO6	Apply online share trading.	A

**R-Remembrance U –Understanding A-Apply**

## B.Com/B.Com(CA)/B.Com(e-Commerce)

### Semester VI

(For the students admitted during the academic year 2017 – 2018 and onwards)

Course :Part III – Elective II Services Marketing	Course Code: 617BE4/617RE4/617NE4
Semester: VI	No. of Credits: 4
No. of hours : 90	C:78 T:12
CIA Max. Marks: 25	ESE Max. Marks: 75

(C: Contact hours, T: Tutorial)

#### Course Objectives:

- CE1: To impart knowledge on concepts and strategies of services marketing.
- CE2: To identify the opportunities available in service sector.

- CE3: To provide comprehensive understanding of consumer behaviour.
- CE4: To familiarize the pricing strategies.
- CE5: To understand the channels and design of a service distribution system.
- CE6: To acquaint knowledge on Customer Relationship Management.
- CE7: To enhance knowledge on Service Quality Management.

**Course Outcomes: On completion of the Course the student will be able to :**

CO	Statement	Bloom's Taxonomy level
CO1	Recognise the concepts and strategies of services marketing.	R
CO2	Apply the knowledge on consumer behaviour in purchase decision.	A
CO3	Summarise the basic service packages.	U
CO4	Explain the strategies for service distribution system.	U
CO5	Design the Customer Relationship Management	A
CO6	Discuss the Service Quality Management.	U

**R-Remembrance U –Understanding A-Apply**

**B.Com/ B.Com(CA)  
Semester VI**

**(For the students admitted during the academic year 2017 – 2018 and onwards)**

<b>Course :Part III- Elective III Financial Services</b>	<b>Course Code: 617BE5/617RE5</b>
<b>Semester: VI</b>	<b>No. of Credits: 4</b>
<b>No. of hours : 90</b>	<b>C: 78 T: 12</b>
<b>CIA Max. Marks: 25</b>	<b>ESE Max. Marks: 75</b>

**(C: Contact hours, T: Tutorial)**

**Course Objectives:**

- CE1: To introduce the concepts of Financial Services.
- CE2: To enable the students to gain knowledge in merchant banking.
- CE3: To build up the conceptual framework of venture capital financing.
- CE4: To acquaint the students with the factoring and forfeiting techniques.
- CE5: To develop analytical skill of investment in mutual fund.
- CE6: To understand the methodology of credit rating financial instruments.

**Course Outcomes: On completion of the Course the student will be able to:**

CO	Statement	Bloom's Taxonomy level
CO1	Identify the role of financial services.	R

<b>CO2</b>	Develop the ability to utilize the services of merchant banker.	A
<b>CO3</b>	Utilize the venture capital for Business.	A
<b>CO4</b>	Demonstrate factoring technique	U
<b>CO5</b>	Develop the skills to invest in mutual fund.	A
<b>CO6</b>	Apply the skill to assess the selection of investment.	A

**R-Remembrance U –Understanding A-Apply**

**B.Com/B.Com(CA)/B.Com(e-Com)**

**Semester VI**

**For the students admitted during the academic year 2017 – 2018 and onwards)**

<b>Course : Part III – Elective III – Digital Marketing</b>	<b>Course Code: 617BE6/617RE6/617NE6</b>
<b>Semester: VI</b>	<b>No. of Credits: 4</b>
<b>No. of hours : 90</b>	<b>C: 78 T: 12</b>
<b>CIA Max. Marks: 25</b>	<b>ESE Max. Marks: 75</b>

**(C: Contact hours, T: Tutorial)**

**Course Objectives:**

- CE1: To impart knowledge on the concepts of e-marketing.
- CE2: To enhance knowledge on online marketing mix and segmentation.
- CE3: To get familiar with the process of online purchases.
- CE4: To Identify the social media models
- CE5: To exemplify various web business models.
- CE6: To enhance knowledge on the role of social media in marketing.

**Course Outcomes: On completion of the Course the student will be able to:**

<b>CO</b>	<b>Statement</b>	<b>Bloom's Taxonomy level</b>
<b>CO1</b>	Describe the concept of e-marketing.	R
<b>CO2</b>	Discuss marketing mix and segmentation	U
<b>CO3</b>	Examine process of online purchases	U
<b>CO4</b>	Characterize online consumer behaviour in digital marketing.	A
<b>CO5</b>	Demonstrate the concept of social media.	U
<b>CO6</b>	Formulate the models of web business.	A

**R-Remembrance U –Understanding A-Apply**

**B.Com**

**Semester VI**

**(For the students admitted from the academic year 2021 – 2022onwards)**

<b>Course: Part IV- Skill Enhancement Course IV: Business Data Analysis – Practicals</b>	<b>Course Code: 621BS6</b>
<b>Semester: VI</b>	<b>No. of Credits:2</b>



<b>No. of hours : 45</b>	<b>T:6 P: 39</b>
<b>CIA Max. Marks: 100</b>	<b>ESE Max. Marks: -</b>

**(T: Tutorial, P: Practical)**

**Course Outcomes: On completion of the Course the student will be able to:**

<b>CO</b>	<b>Statement</b>	<b>Bloom's Taxonomy level</b>
<b>CO1</b>	Applications of excel in business environment.	A
<b>CO2</b>	Diagrammatic representation of numerical data.	A

**A-Apply**

**B.Com**

**Semester VI**

**(For the students admitted from the academic year 2021– 2022 onwards)**

<b>Course: Part IV – Skill Enhancement Course IV – Brand Management</b>	<b>Course Code:621BS7</b>
<b>Semester: VI</b>	<b>No. of Credits: 2</b>
<b>No. of hours : 45</b>	<b>C:40 T: 5</b>
<b>CIA Max. Marks: 100</b>	

**(C: Contact hours T: Tutorial)**

**Course Outcomes: On completion of the Course the student will be able to:**

<b>CO</b>	<b>Statement</b>	<b>Bloom's Taxonomy level</b>
<b>CO1</b>	Explain the concept of branding.	U
<b>CO2</b>	Discuss the brand positioning and identify brands.	A
<b>CO3</b>	Explain the elements of brand extension.	U
<b>CO4</b>	Summarise the impact of celebrity brand.	A
<b>CO5</b>	Discuss the determinants of successful brand management.	U

**U –Understand, A-Apply**

**B.Com**

**Semester VI**

**(For the students admitted from the academic year 2021 – 2022 onwards)**

<b>Course: Part IV-Advanced Learners Course II- Intellectual Property Rights</b>	<b>Course Code: 621BA4</b>
<b>Semester: VI</b>	<b>No. of Credits: 4</b>
<b>Self Study</b>	<b>ESE Max. Marks: 100</b>

**Course Outcomes: On completion of the Course the student will be able to**

<b>CO</b>	<b>Statement</b>	<b>Bloom's Taxonomy level</b>
<b>CO1</b>	Describe the basics of IPR.	U
<b>CO2</b>	Discuss about Copyrights.	U
<b>CO3</b>	Explain Trademarks.	U
<b>CO4</b>	Summarise the concept of Patent.	U
<b>CO5</b>	Summarise knowledge on various forms of IPR.	U

**U-Understand**

**B.Com**

**Semester III**

(For the students admitted from the academic year 2021-2022 onwards)

<b>Course: Part IV - Non Major Elective - Entrepreneurial Development</b>	<b>Course Code: 321NED</b>
<b>Semester: III</b>	<b>No. of Credits: 2</b>
<b>No. of hours : 30</b>	<b>C: 26 T: 4</b>
<b>CIA Max. Marks: 50</b>	<b>ESE Max. Marks: -</b>

(C: Contact hours, T: Tutorial)

**Course Outcomes: On completion of the Course the student will be able to**

<b>CO</b>	<b>Statement</b>	<b>Bloom's Taxonomy level</b>
<b>CO1</b>	Discuss characteristics of entrepreneur and entrepreneurship development.	U
<b>CO2</b>	Describe the phases of EDP.	U
<b>CO3</b>	Explain the problems of women entrepreneur and starting of MSME.	U

**U –Understand**