

B. Sc COMPUTER SCIENCE

(2018 SYLLABUS)

COURSE OUTCOME



SEMESTER 1

EN1111.4: SPEAKING AND LISTENING SKILLS

- CO1. Be familiar with English sounds and phonemic symbols
- CO2. Enhance their ability in listening and speaking.
- CO3. Listen to lectures, public announcements and news on TV and radio.
- CO4. Engage in telephonic conversation.
- CO5. Communicate effectively and accurately in English.
- CO6. Use spoken language for various purposes.

MM1131.10: MATHEMATICS I

- CO1. Use mathematical concepts and techniques that has applications in computer science field
- CO2. Use advanced differential calculus
- CO3. Comprehend solutions of differential equations
- CO4. Use Number theory
- CO5. Comprehend Complex Number Theory

CS1121: COMPUTER FUNDAMENTALS AND ORGANIZATION

- CO1. To get the basic concepts of Computers.
- CO2. To get the functional knowledge about PC hardware, operations and concepts.
- CO3. To understand the functional units of a standard PC and it's working.
- CO4. To understand the memory organization in a computer.

CS1131: DIGITAL ELECTRONICS

- CO1. To review basic electronic concepts
- CO2. To review data representation techniques
- CO3. To introduce student to basic concepts of digital logic
- CO4. To introduce the design of basic logical circuits.

CS1141: INTRODUCTION TO PROGRAMMING

- CO1. To expose students to algorithmic thinking and algorithmic representations.
- CO2. To introduce students to basic data types and control structures in C.
- CO3. To introduce students to structured programming concepts.
- CO4. To introduce students to standard library functions in C language.



CS1142: C PROGRAMMING LAB

- CO1. Be familiar of important DOS/Windows/Linux features
- CO2. Practice on basic features of word processor, spread sheet and presentation software.

CS1132: DIGITAL ELECTRONICS LAB

- CO1. Identify different components like resistors, capacitors and inductors

SEMESTER 2

EN1211.4: WRITING AND PRESENTATION SKILLS

- CO2. Be familiar with different modes of general and academic writing.
- CO3. Write to meet academic and professional needs
- CO4. Have an understanding on basics of academic presentation
- CO5. Sharpen their accuracy in writing

MM1231.10: MATHEMATICS II

- CO1. Use mathematical concepts and techniques that have applications in computer science field
- CO2. Use proof methods in mathematics and mathematical logic
- CO3. Use concepts and techniques of set theory, relations and functions
- CO4. Understand various algebraic structures

CS1221: ENVIRONMENTAL STUDIES

- CO1. To impart the knowledge on the environmental systems
- CO2. To impart the knowledge on the biodiversity and conservations
- CO3. To impart the knowledge on the environmental pollution and policies and practices
- CO4. To impart the knowledge on the impact of human communities on the environments



CS1241: DATA STRUCTURES IN C

- CO1. Be able to write well-structured programs in C
- CO2. Be familiar with data structures like array, structures, lists, stacks, queues, trees and graphs
- CO3. Able to appreciate various searching and sorting strategies

CS1242: WEB PROGRAMMING

- CO1. To impart basic skills in moderately complex use of the following tools/scripts/languages: HTML, DHTML, Perl, CSS, JavaScript.
- CO2. To impart necessary ability to choose the appropriate web tools/languages for creating state-of-the art websites
- CO3. To Expose students to current trends and styles in web design and applications

CS1243: DATA STRUCTURES LAB

- CO1. Know various data structures and their features and applicability.
- CO2. Be familiar with data structures like array, structures, lists, stacks, queues, trees and graphs
- CO3. Able to appreciate various searching and sorting strategies

CS1244: WEB PROGRAMMING LAB

- CO1. Practicing basic HTML tags, text tags test styles, paragraph styles, headings, lists
- CO2. Tables in HTML, Frames in HTML, nested frames, Link and Anchor Tags

SEMESTER 3

CS1341: PROGRAMMING IN JAVA

- CO1. Let students install and work with JDK, also make them aware the use of java doc.
- CO2. Practice basic data types, operators and control structures in Java
- CO3. Practice basic handling of classes and objects in Java



- CO4.** Introduce the following selected APIs: I/O, Strings, Threads, AWT, Applet, Networking
- CO5.** Idea to approach and use a new package

CS1342: SOFTWARE ENGINEERING

- CO1.** Understand the importance of basic processes in software Development life cycle.
- CO2.** Understand the various activities incorporate with different models and know their significance.
- CO3.** Familiarize the requirements in engineering and systematic approach in classical software design and development techniques.
- CO4.** Familiarize with various software testing techniques and tools.

CS1343: OPERATING SYSTEMS

- CO1.** Fundamental concepts of systems software and functions of operating systems as a resource manager
- CO2.** Strategies for constrained resource allocation and process scheduling
- CO3.** Memory and I/O Management techniques
- CO4.** Salient features of popular operating systems.

CS1344: VALUE EDUCATION

- CO1.** To impart the knowledge about the NSS, NCC
- CO2.** To explore the idea on national integration and importance humanitarian values on national calamities like disaster management.
- CO3.** To impart knowledge on the importance of organ donation and social welfares

CS1345: DATABASE MANAGEMENT SYSTEMS

- CO1.** Be aware of basic concepts of data bases and data base management systems
- CO2.** Be aware of concepts of relational data bases.
- CO3.** Know to normalize relational data bases
- CO4.** Skilled in using relational algebra and relational calculus
- CO5.** Develop skills to write database queries



CS1346: JAVA PROGRAMMING LAB

- CO1.** Understand basic features of Java language and selected APIs
- CO2.** Install and work with JDK, also be aware of the use of java doc.
- CO3.** Practice basic data types, operators and control structures in Java
- CO4.** Practice basic handling of classes and objects in Java
- CO5.** Know the following selected APIs: I/O, Strings, Threads, AWT, Applet, Networking Idea to approach and use a new package

CS1347: DBMS LAB

- CO1.** Know the basic concepts of data bases, and related techniques and tools
- CO2.** Be aware of basic concepts of data bases and data base management systems
- CO3.** Be aware of concepts of relational data bases.
- CO4.** Know to normalize relational data bases
- CO5.** Use relational algebra and relational calculus
- CO6.** Develop skills to write database queries

SEMESTER 4

CS1441: DESIGN AND ANALYSIS OF ALGORITHMS

- CO1.** Be able to analyze the complexity of algorithms
- CO2.** Be able to select good algorithms from among multiple solutions for a problem
- CO3.** Have better knowledge on fundamental strategies of algorithm design and awareness on complex algorithm design strategies
- CO4.** Implement some typical algorithms

CS1442: MICROPROCESSORS & PROGRAMMING

- CO1.** Appreciate architectural features of x86 family of processors
- CO2.** Read and write moderately complex assembly programs for 8086 processor
- CO3.** Use the tools debug, TASM/MASM, Unix/Linux Code view
- CO4.** Use assembly routines in C/C++



CS1443: COMPUTER NETWORKS AND SECURITY

- CO1.** The basic transmission technologies and characteristics

- CO2.** The use of layer architecture for networking systems
- CO3.** The main design issues of transport protocols and the mechanism to control traffic flow and congestion.
- CO4.** The concept of Information security policies

CS1444: PHP AND MYSQL

- CO1.** To impart basic skills in moderately complex use of the following tools/scripts/ languages:
- CO2.** To choose the appropriate web tools/languages for creating state-of-the art web sites
- CO3.** To expose students to current trends and styles in web design and applications

CS1445: MINOR PROJECT

- CO1.** To provide an opportunity for structured team work and project management.
- CO2.** To provide an opportunity to practice the various phases in the Software Development Life cycle
- CO3.** To introduce the prospect of effective technical documentation and presentation.
- CO4.** To provide an opportunity to practice time, resource and person management

CS1446: ASSEMBLY LANGUAGE PROGRAMMING LAB

- CO1.** Know how to move a block of data from one location to another
- CO2.** Know how to find the presence of a given value in a block of data
- CO3.** Know-how for reverse a string
- CO4.** Know how to find the number of alphabets in a word

CS1447: PHP LAB

- CO1.** To introduce students to simple PHP programs
- CO2.** To Familiarize the use of Conditional Statements
- CO3.** To study well to handle Strings.
- CO4.** To get a basic idea about OOP concepts in PHP.
- CO5.** To get a basic idea to handle forms in PHP.



CS1541: COMPUTER GRAPHICS

- CO1.** Handle basic graphic primitives in C/C++ for developing 2D and 3D graphics
- CO2.** Program basic scan-conversion algorithms
- CO3.** Apply various transformations to 2D and 3D graphic objects
- CO4.** Derive various projections of 3D objects
- CO5.** Give realistic rendering to 3D wireframe objects
- CO6.** Be familiar with current trends in computer graphics

CS1542: SYSTEM SOFTWARE

- CO1.** Explain the internal working of the system
- CO2.** Discuss the principles of assemblers and narrate the working of loaders and linkers
- CO3.** Discuss system development tools

CS1543: PYTHON PROGRAMMING

- CO1.** Understand the concepts of python programming
- CO2.** Create new GUI based programming to solve industry standard problems

CS1551 OPEN COURSE

CS1551.1 DIGITAL MARKETING

- CO1.** To familiarize students with Digital marketing function in organizations.
- CO2.** To understand different modes of payments, beware of security and legal issues in digital marketing

CS1551.2 INTERNET AND WWW

- CO1.** To understand the basic concepts of Networks.
- CO2.** To learn the working of Internet.
- CO3.** Exposure to Network Protocols and WWW.

CS1551.3 CYBER SECURITY

- CO1.** Understand high-level overview of information security principles.



NSM CHERTHALA

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- CO2.** Understand different roles and responsibilities of security professionals
- CO3.** Understand cryptography and information system risk management.
- CO4.** Be aware of multiple security control families as well as benefits of each control family

CS1561 ELECTIVE

CS 1561.1 MULTIMEDIA SYSTEMS

- CO1.** Familiar with features of text, audio, images, video and active contents
- CO2.** Familiar with the file formats for the above elements
- CO3.** Aware of various application software's used to process the above elements
- CO4.** Aware of various applications of multimedia

CS1561.2. MOBILE COMPUTING

- CO1.** To understand the basic concepts of Mobile Computing.
- CO2.** To learn the basics of mobile telecommunication
- CO3.** Exposure to Ad-Hoc networks

CS1561.3. TRENDS IN COMPUTING

- CO1.** To introduce the broad perceptive of cloud architecture & model
- CO2.** To explore the fundamental concepts of big data analytics
- CO3.** To introduce basics of edge computing and application
- CO4.** How problems solved using soft computing

CS1544: COMPUTER GRAPHICS LAB

- CO1.** Know how to Implementing DDA algorithm
- CO2.** Know how to Implementing Bresenham's line drawing algorithm
- CO3.** Know how to Implementing Midpoint circle generation algorithm
- CO4.** Know how to Implementing Boundary fill & flood fill algorithm
- CO5.** Know how to Program for performing the basic 3D transformations such as translation, Rotation, scaling for a given 3D object
- CO6.** Know how to Programs for designing simple animations using transformations



CS1545: PYTHON PROGRAMMING LAB

- CO1.** Know the basic features of python programming and use skills in an Industry standard programming language

SEMESTER 6

CS 1641: DATA MINING AND WAREHOUSING

- CO1.** Recognize data warehouse concepts, architecture, business analysis and tools
- CO2.** Understand data pre-processing and data visualization techniques
- CO3.** Evaluate algorithms for finding hidden and interesting patterns in data
- CO4.** Understand and apply various classification and clustering techniques using tools
- CO5.** Analyze a variety of real-world applications that require data mining
- CO6.** Formulate useful patterns and associations in huge quantities of data.

CS 1642: INTERNET OF THINGS (IoT)

- CO1.** To get a deep dive into IoT network engineering, from smart objects and the network that connects them to applications, data analytics, and security.
- CO2.** To guide through the different types of smart objects, from those that simply record information to those that are programmed to perform actions in response to changes.
- CO3.** To guide through the different common application protocols to generic and web-based protocols.
- CO4.** To get basic knowledge about the security practices for IT and OT and details how security is applied to an IoT environment.

CS 1643: ARTIFICIALINTELLIGENCE

- CO1.** Remember features of AI and knowledge-based systems
- CO2.** Understand basic parsing techniques
- CO3.** Apply search and control strategies
- CO4.** Analyse different matching techniques



- CO5. Evaluate the performance of various searching algorithms
- CO6. Create AND-OR graphs

CS 1661.1 GEOGRAPHICAL INFORMATION SYSTEMS

- CO1. Understand spatial data and principles of relational database model
- CO2. An overview of the process of creating an integrated GIS
- CO3. Use of GIS in decision making.

CS 1661.2 SOFTEARE TESTING

- CO1. Discuss the basic concept of testing
- CO2. Explain the different types of testing
- CO3. Describe the tools used for testing

CS 1661.3 FREE AND OPEN-SOURCE SOFTWARE

- CO1. Remember FOSS concepts, features
- CO2. Understand Linux OS
- CO3. Apply shell programming
- CO4. Analyze various Linux commands
- CO5. Evaluate conditional and looping statements
- CO6. Create user defined function

CS 1644: MAJOR PROJECT

- CO1. To provide an opportunity to apply the knowledge gained through various courses in solving a real-life problem.
- CO2. To provide an opportunity to practice different phases of software/system development life cycle.
- CO3. To introduce the student to a professional environment and/or style typical of a global IT industry
- CO4. To provide an opportunity for structured teamwork and project management.
- CO5. To provide an opportunity for effective, real-life, technical documentation
- CO6. To provide an opportunity to practice time, resource, and person management.



B. Sc COMPUTER SCIENCE

(2021 SYLLABUS)

COURSE OUTCOME



SEMESTER 1

EN1111

SPEAKING AND LISTENING SKILLS

- CO1. Be familiar with English sounds and phonemic symbols
- CO2. Enhance their ability in listening and speaking.
- CO3. Listen to lectures, public announcements and news on TV and radio.
- CO4. Engage in telephonic conversation.
- CO5. Communicate effectively and accurately in English.
- CO6. Use spoken language for various purposes.

MM1131.10

MATHEMATICS I

- CO1. To familiarize participants with the scope and applications of Calculus
- CO2. Explain the underlying concepts and tools in Discrete Mathematics with emphasis on their applications to Computer Science.
- CO3. Describe Linear Algebra and its applications.

CS1121

COMPUTER FUNDAMENTALS AND PROGRAMMING IN C

- CO1. Remember the basics of computer
- CO2. Understand the structure of program writing
- CO3. Apply control structures and pointers
- CO4. Analyze user defined functions
- CO5. Understand dynamic memory allocation
- CO6. Understand string handling functions

CS1132

DIGITAL ELECTRONICS

- CO1. Remember the basic concepts of electronics
- CO2. Familiarise the concept of different number systems
- CO3. Understanding the properties of logic gates
- CO4. Apply different techniques and theorems to simplify the sop forms
- CO5. Analyse the characteristics of different combinational logic circuits.



CS1122

VALUE EDUCATION

- CO1. Remember the basic concepts on NSS and NCC
- CO2. Understand the impacts of disaster management in different environments.
- CO3. Understand the features of Constitution of India

CS1141

C PROGRAMMING LAB

- CO1. To make the student learn basic programming in C language.
- CO2. To learn problem solving techniques using control structures and functions.
- CO3. To teach the student to write programs in C using pointers and files.

CS1133

DIGITAL ELECTRONICS LAB

- CO1. Identify different components like resistors, capacitors and inductors
- CO2. Familiarize basic digital electronic circuits.
- CO3. Able to design simple digital circuits.

SEMESTER 2

EN1211

WRITING AND PRESENTATION SKILLS

- CO1. Be familiar with different modes of general and academic writing.
- CO2. Write to meet academic and professional needs
- CO3. Have an understanding on basics of academic presentation
- CO4. Sharpen their accuracy in writing

MM1231.10

MATHEMATICS II

- CO1. Explain the underlying concept and tools in Discrete Mathematics with emphasis on their applications to Computer Science.
- CO2. Understand the basic idea of set theory and group theory.
- CO3. To learn how codes in mathematics are used for error correction and data transmission.



CS1221

ENVIRONMENTAL STUDIES

- CO1. Understand environmental systems
- CO2. Understand the biodiversity and conservation concepts
- CO3. Remember concepts of biodiversity and conservations
- CO4. Understand natural systems and resources
- CO5. Apply pollution management techniques

CS1241

DATA STRUCTURES

- CO1. Remember purpose of Data Structures
- CO2. Understand different Data Structures
- CO3. Apply programming languages
- CO4. Analyze working of different data structures
- CO5. Evaluate expressions
- CO6. Create different Data Structures

CS1242

COMPUTER ARCHITECTURE AND MICROPROCESSORS

- CO1. Remember the basic concepts of computers.
- CO2. Understand the functional units of a standard PC and its working.
- CO3. Understand the architectural features of 8086 processor.
- CO4. Create assembly language programs for 8086 processor.
- CO5. Apply the tools debug, TASM/ MASM.

CS1243

DATA STRUCTURES LAB

- CO1. To know programming using data structures like arrays and lists.
- CO2. Be familiar with data structure programming using stacks, queues, trees and graphs
- CO3. Able to write programs to implement various searching and sorting strategies

CS1244

ASSEMBLY LANGUAGE PROGRAMMING LAB

- CO1. To understand basic assembly level programming in 8086.
- CO2. To understand debugging using TASM assembler.



SEMESTER 3

CS1341

PROGRAMMING IN JAVA

- CO1. Understand the java programming and oops concepts.
- CO2. Understand the concepts of Interface, exception handling, threading, and package
- CO3. Understand the basic concepts of Applet, Networking.
- CO4. Idea to approach and use a new package.

CS1342

SOFTWARE ENGINEERING

- CO1. Understand the importance of having a process for software development.
- CO2. Familiarize with various software testing techniques and tools.
- CO3. Apply various models in the software development projects.
- CO4. Analyze the process of software development

CS1343

OPERATING SYSTEMS

- CO1. Understand working of various Operating Systems
- CO2. Apply constrained resource allocation, process scheduling and memory management techniques
- CO3. Evaluate synchronization of processes and protection of an Operating System
- CO4. Analyze salient features available to various Operating Systems

CS1344

DATABASE MANAGEMENT SYSTEMS

- CO1. Understand the concept of database.
- CO2. Develop skills to design an ER diagram.
- CO3. Create database using SQL and perform operations in SQL.
- CO4. Familiarize the management of concurrent transactions.
- CO5. Apply the design concepts and normalization in database easily.



CS1345

DESIGN AND ANALYSIS OF ALGORITHMS

- CO1.** Develop and analyze new algorithms.
- CO2.** Analyze the complexity of algorithms
- CO3.** Understand good algorithms among multiple solutions for a problem.
- CO4.** Have better knowledge on fundamental strategies of algorithm design and awareness on algorithm
- CO5.** Implement some typical algorithms

CS1346

JAVA PROGRAMMING LAB

- CO1.** Understand basic programming in Java language and selected APIs
- CO2.** Install and work with JDK, also be aware of the use of java doc.
- CO3.** Practice programming using basic data types, operators and control structures in Java
- CO4.** Practice basic programming using handling of classes and objects in Java
- CO5.** Know programming using following selected APIs: I/O, Strings, Threads, AWT, Applet, Networking Idea to approach and use a new package

CS1347

DBMS LAB

- CO1.** To introduce basic queries in SQL.
- CO2.** Be aware of DDL and DML commands
- CO3.** Be aware of programming using standard functions, operators and JOINS.

SEMESTER 4

CS1441

SYSTEM SOFTWARE

- CO1.** Understand different System Software.
- CO2.** Analyze SIC machine architecture with its instruction sets and capable to do programming. Illustrate machine dependent, independent assemblers and macro processors.
- CO3.** Remember the functions of loaders, linkers and illustrate machine dependent loaders and independent loaders.
- CO4.** Understand the functions of compilers and illustrate the machine dependent and independent compilers.



CS1442

WEB PROGRAMMING AND PHP

- CO1.** Understand the basic skills in moderately complex use of the following tools/scripts/languages: HTML, DHTML, CSS, Javascript.
- CO2.** Apply the appropriate web tools/languages for creating state-of-the art websites
- CO3.** Understand the current trends and styles in web design and applications
- CO4.** Apply PHP in web designing

CS1443

COMPUTER NETWORKS AND SECURITY

- CO1.** Remember various network technologies, design issues and characteristics
- CO2.** Understand the purpose of computer networks and the basic issues in information security
- CO3.** Apply the use of layer architecture for networking systems, information security measures
- CO4.** Analyze the concept of different models of network and the working of various ciphers
- CO5.** Evaluate data link controls and Information Security policies
- CO6.** Create awareness on different networking protocols and information security policies

CS1444

COMPUTER GRAPHICS

- CO1.** Compare various graphics devices
- CO2.** Apply various transformations to 2D and 3D graphics objects
- CO3.** Analyze algorithms for clipping
- CO4.** Classify various projections of 3D objects
- CO5.** Explain current trends in computer graphics

CS1445

MINOR PROJECT

- CO1.** Plan And Estimate a Project
- CO2.** Design And Analysis of a Problem
- CO3.** Coding / Implementation of a Software



CS1446

COMPUTER GRAPHICS LAB

- CO1.** Know how to implement algorithms used to draw output primitives.
- CO2.** Know how to implement shape filling algorithms and perform clipping.
- CO3.** Know how to Program 2D and 3D transformations
- CO4.** Know how to Programs for designing simple animations using transformations

CS1447

WEB PROGRAMMING AND PHP LAB

- CO1.** Practicing basic HTML tags, text tags test styles, paragraph styles, headings, lists
- CO2.** Implement Tables in HTML, Frames in HTML, nested frames, Link and Anchor Tags
- CO3.** To introduce students to simple PHP programs
- CO4.** To program using Conditional Statements
- CO5.** To program well to handle Strings.

SEMESTER 5

CS1541

PYTHON PROGRAMMING

- CO1.** Remember the concepts of python programming
- CO2.** Understand data types and differences
- CO3.** Apply CGI programming
- CO4.** Analyze the concepts of database programming in python
- CO5.** Evaluate the usage of Python package installer PIP
- CO6.** Create programs using libraries such as Flask, SQL Alchemy, Pandas, Numpy etc.

CS1542

ARTIFICIAL INTELLIGENCE

- CO1.** Remember features of AI and knowledge-based systems
- CO2.** Understand basic parsing techniques
- CO3.** Apply search and control strategies
- CO4.** Understand expert systems
- CO5.** Evaluate the performance of various searching algorithms



CO6. Evaluate different knowledge representation schemes

CS1543

FREE AND OPEN SOURCE SOFTWARES (FOSS)

- CO1.** Remember FOSS concepts, features
- CO2.** Understand Linux OS
- CO3.** Apply shell programming
- CO4.** Analyze various Linux commands
- CO5.** Evaluate conditional and looping statements
- CO6.** Create user defined function

ELECTIVES

CP1551.1

OBJECT ORIENTED ANALYSIS AND DESIGN

- CO1.** Remember object oriented features
- CO2.** Understand Object Oriented System Development
- CO3.** Apply Unified Approach
- CO4.** Analyze various UML diagrams
- CO5.** Evaluate objects static and dynamic model
- CO6.** Create UML diagrams for any system

CS1551.2

EMBEDDED SYSTEMS

- CO1.** To understand the basic concepts of Embedded System.
- CO2.** To familiar with the architecture of Embedded System.
- CO3.** To understand the Embedded Operating system and Programming languages.
- CO4.** To analyze the process of Embedded Software Development process.
- CO5.** To familiarize the various applications of Embedded System.

CS1551.3

CLOUD COMPUTING

- CO1.** Remember the basics of cloud computing
- CO2.** Understand the main concepts and key technologies of cloud computing.
- CO3.** Apply the concept of virtualization in the cloud computing
- CO4.** Analyze the evolution of cloud from the existing technologies.
- CO5.** Evaluate and choose the technologies for implementation and use of cloud.
- CO6.** Create services using cloud computing



OPEN COURSES

CS1561.1

DIGITAL MARKETING

- CO1.** Understand different digital marketing types
- CO2.** Understand the main concepts and key technologies of digital marketing.
- CO3.** Remember the concept of e-banking, cyber security
- CO4.** Analyze the evolution of digital marketing from the existing technologies.
- CO5.** Analyze services using digital marketing

CS1561.2

INTERNET AND WWW

- CO1.** To understand the basic concepts of Networks.
- CO2.** To learn the working of Internet.
- CO3.** To analyse different search engines and its working
- CO4.** To familiarise Network Protocols and WWW.

CS1561.3

IMPACT OF SOCIAL MEDIA NETWORKS

- CO1.** To understand the types of social media networks and its uses.
- CO2.** To learn the impact of social media on society & commerce
- CO3.** To analyse the impact of social media on work, training & development and on relationships
- CO4.** To familiarize challenges of social media in terms of privacy, security & Health

CS1544

PYTHON PROGRAMMING LAB

- CO1.** To impart skills required in python programming
- CO2.** To be able to do Programming from core programming basics and understand program design with functions.
- CO3.** To do a range of Object-Oriented Programming with in-depth data and information processing techniques.

CS 1545

FREE AND OPEN SOURCE SOFTWARE (FOSS) LAB

- CO1.** Remember FOSS concepts, features
- CO2.** Understand Linux OS



- CO3. Apply shell programming
- CO4. Analyze various Linux commands
- CO5. Evaluate conditional and looping statements
- CO6. Create user defined function

SEMESTER 6

CS1641

DATA ANALYTICS

- CO1. Remember purpose of data analytics
- CO2. Understand the principles and tools of data analytics
- CO3. Apply different analytical theories and methods
- CO4. Analyse text data

CS1642

INTERNET OF THINGS (IOT)

- CO1. Remember the purpose of computer networks and its developments
- CO2. Understand various network technologies, design issues and characteristics
- CO3. Apply the use of layer architecture for networking systems
- CO4. Analyse the working of different models of network and data communication
- CO5. Evaluate data link controls
- CO6. Create different networking protocols

CS1643

CYBER SECURITY

- CO1. Understand the features, development and use of information systems
- CO2. Identify the various types of information system risks, threats and pitfalls.
- CO3. Analyze the security approaches applied.
- CO4. Compare the approaches in the context of achieving security goals.
- CO5. Create awareness about cyber laws and cyber crimes and cyber ethics.

ELECTIVES

CS1661.1

MACHINE LEARNING

- CO1. Remember applications of machine learning
- CO2. Understand different learning techniques
- CO3. Apply clustering of raw data



- CO4.** Analyse the performance of classification methods
- CO5.** Evaluate hierarchical methods
- CO6.** Create a semi supervised learning model

CS1661.2

BLOCKCHAIN TECHNOLOGY

- CO1.** Understand the concepts behind Blockchain technology
- CO2.** Analyze the challenges in practical uses
- CO3.** Evaluate the various implementation criteria
- CO4.** Remember the new components of Blockchain technology

CS1661.3

DIGITAL MARKETING

- CO1.** Understand different digital marketing types
- CO2.** Understand the main concepts and key technologies of digital marketing.
- CO3.** Remember the concept of e-banking, cyber security
- CO4.** Analyze the evolution of digital marketing from the existing technologies.
- CO5.** Analyze services using digital marketing

CS1644

MAJOR PROJECT

- CO1.** Create an industry-standard project through a real-life project work under time and deliverable constraints, applying the knowledge acquired through various courses.
- CO2.** To provide an opportunity to apply the knowledge gained through various courses in solving a real-life problem
- CO3.** To provide an opportunity to practice different phases of software/system development lifecycle
- CO4.** To introduce the student to a professional environment and/or style typical of a global IT industry
- CO5.** To provide an opportunity for structured team work and project management
- CO6.** To provide an opportunity for effective, real-life, technical documentation
- CO7.** To provide an opportunity to practice time, resource and person management.



B.COM COMMERCE WITH COMPUTER APPLICATION

(2018 SYLLABUS)

COURSE OUTCOME



SEMESTER – I

EN1111.4: LANGUAGE SKILLS

- CO1.** To familiarize students with English sounds and phonemic symbols
- CO2.** To enhance their ability in listening and speaking.
- CO3.** Listen to lectures, public announcements and news on TV and radio.
- CO4.** Engage in telephonic conversation.
- CO5.** Communicate effectively and accurately in English.
- CO6.** Use spoken language for various purposes

CC 1141 - INTRODUCTION TO INFORMATION TECHNOLOGY

- CO1.** Equip students with an understanding of the evolution and types of computers, covering historical to future perspectives, and introduce key figures in computer science.
- CO2.** Provide comprehensive knowledge on the internal workings of computers including arithmetic operations, and the conversion between different numeral systems.
- CO3.** Explore various computer hardware components and data transmission devices, alongside an introduction to emerging technologies like artificial intelligence and robotics.
- CO4.** Introduce the fundamentals of software, with a focus on operating systems for both computers and mobile devices, covering their history and modern implementations.
- CO5.** Discuss the impact of information technology on society, with an emphasis on mobile technologies and social media platforms, from 2G to 5G and beyond.

CC 1121 METHODOLOGY AND PERSPECTIVES OF BUSINESS EDUCATION

- CO1.** Understand the basic concepts, methods, and importance of business information within different economic systems.
- CO2.** Analyse the role of various economic sectors and emerging areas in the service sector.
- CO3.** Evaluate the process of establishing a business, including environmental analysis and resource mobilization.
- CO4.** Assess the importance of trained manpower for quality enhancement across different levels of organization and society.
- CO5.** Develop skills in effective communication and presentation through various academic activities



CC1142 : ENVIRONMENTAL STUDIES

- CO1.** Describe the scope, importance, and interdisciplinary nature of environmental studies.
- CO2.** Understand ecological principles, biodiversity conservation, and natural resource management.
- CO3.** Analyse the impact of industry on the environment, including pollution and waste management.
- CO4.** Evaluate social issues related to the environment and the concept of sustainable development.
- CO5.** Examine the effects of human population growth on the environment and promote environmental health.

CC 1143 - MANAGEMENT CONCEPTS AND THOUGHT

- CO1.** Understand the evolution and various schools of modern management thought.
- CO2.** Analyse the management process, including planning, organizing, staffing, directing, and controlling.
- CO3.** Evaluate different leadership qualities, styles, and theories.
- CO4.** Understand motivational theories and the importance of effective communication in management.
- CO5.** Explore new horizons of management, including TQM, change management, and knowledge management

CC 1131- MANAGERIAL ECONOMICS

- CO1.** Understand the scope and application of managerial economics in business decisions.
- CO2.** Analyse demand estimation and forecasting methods for short-term and long-term planning.
- CO3.** Evaluate production functions, laws of production, and the optimal combination of inputs.
- CO4.** Understand pricing policies, practices, and market structures in various competitive scenarios.
- CO5.** Analyse business cycles, their causes, indicators, and control measures



SEMESTER II

EN1211. ENGLISH FOR CAREER

- CO1.** To familiarize students with different modes of general and academic writing.
- CO2.** To help them master writing techniques to meet academic and professional needs
- CO3.** To introduce them to the basics of academic presentation
- CO4.** To sharpen their accuracy in writing

IV: CC1241- FINANCIAL MANAGEMENT

- CO1.** Analyse and articulate the foundational concepts, scope, and significance of financial management, including its objectives and key decisions, to build a conceptual framework for financial management.
- CO2.** Evaluate and compute the cost of various capital components, including debt, equity, and retained earnings, to understand their impact on the composite cost of capital.
- CO3.** Synthesize and assess various financing options, capital structures, and leverage types to devise optimal capital structure strategies informed by capital structure theories.
- CO4.** Apply investment and dividend decision-making techniques, including capital budgeting theories and dividend policies, to make informed financial decisions that maximize shareholder value.
- CO5.** Create effective strategies for managing working capital by estimating requirements and managing cash, receivables, and inventory, enhancing organizational efficiency and liquidity.

CC 1221 - INFORMATICS AND CYBER LAWS

- CO1.** Understand the basic concepts, importance, and developments in informatics and the significance of technology procurement.
- CO2.** Apply internet access methods and knowledge management skills for academic and educational purposes.
- CO3.** Analyse the role of IT in society, including its impact on various sectors and issues like the digital divide.
- CO4.** Evaluate the ethical, legal, and social implications of the cyber world, including cyber ethics and the IT Act 2000.
- CO5.** Identify and assess the nature and scope of cybercrimes, understanding the types of cyber offenses and mitigation strategies.



CC 1242 - FINANCIAL ACCOUNTING

- CO1.** Understand the fundamental accounting concepts, principles, and the preparation of accounts for sole traders.
- CO2.** Apply depreciation accounting methods and adjustments according to relevant accounting standards.
- CO3.** Analyse accounts of hire purchase and instalment purchase systems, including accounting entries and repossession scenarios.
- CO4.** Evaluate accounting treatments for voyage packages, containers, and investment accounts, including adjustments for dividends, bonus shares, and rights issues.
- CO5.** Identify and calculate insurance claims, understanding the valuation of stock and treatment of average clauses.

CC1243 - BUSINESS REGULATORY FRAMEWORK

- CO1.** Understand the basics of law and its importance in business, including sources and objectives of mercantile law.
- CO2.** Analyse the Law of Contracts as per the Indian Contract Act, 1872, understanding the nature, essential elements, and performance of contracts.
- CO3.** Evaluate the legal provisions related to special contracts, including bailment, pledge, indemnity, guarantee, and agency.
- CO4.** Apply the principles of the Sale of Goods Act 1930, focusing on contract formation, conditions, warranties, and the rights of unpaid sellers.
- CO5.** Assess the functions of regulatory authorities and understand intellectual property rights and the Right to Information Act 2005.

CC 1231 - BUSINESS MATHEMATICS

- CO1.** Master numerical operations, including fractions, percentages, and apply permutations and combinations.
- CO2.** Utilize matrix operations and set theory in solving business-related problems.
- CO3.** Apply basic algebra and calculus in business scenarios for decision making.
- CO4.** Analyse business applications using depreciation methods, payroll calculations, and currency conversion.
- CO5.** Evaluate financial analysis techniques including present and future value calculations, pricing strategies, and financial ratio analysis.



SEMESTER III

CC 1341 - PROJECT FINANCE

- CO1.** Understand project finance concepts, project life cycle, and project selection criteria.
- CO2.** Analyse different types of project appraisal methods for financial feasibility.
- CO3.** Evaluate project risks and incorporate risk management strategies into project financing.
- CO4.** Understand sources of project financing, including conventional and alternative finance.
- CO5.** Assess global project issues, including resource allocation and political and currency risks.

CC 1342 - ENTREPRENEURSHIP DEVELOPMENT

- CO1.** Understand entrepreneurship concepts, entrepreneurial personality traits, and the significance of entrepreneurship as a career.
- CO2.** Analyse the entrepreneurial environment including the role of family, society, and government policies affecting entrepreneurial growth.
- CO3.** Evaluate the processes involved in creating a business plan and conducting a feasibility study, including project selection and appraisal techniques.
- CO4.** Develop skills in preparing detailed project reports, emphasizing the requirements of a good report and its structure.
- CO5.** Apply knowledge of finance and human resource mobilization, market and channel selection, and product launching strategies for small businesses.

CC 1343 - ADVANCED FINANCIAL ACCOUNTING

- CO1.** Understand the accounting procedures for partnership firms, including dissolution and piecemeal distribution.
- CO2.** Analyse consignment accounts, focusing on accounting treatments and valuation of unsold stock.
- CO3.** Evaluate joint venture operations, accounting treatments, and the use of memorandum method.
- CO4.** Apply branch and departmental accounting methods, including adjustments for fixed assets and expense reconciliation.
- CO5.** Develop an understanding of departmental accounting objectives, methods, and the preparation of trading and profit and loss accounts.



CC 1344 - COMPANY ADMINISTRATION

- CO1.** Understand the fundamentals of company law, including types of companies and the process of incorporation.
- CO2.** Analyse management and administration aspects, including the constitution of boards, meetings, and voting procedures.
- CO3.** Evaluate the importance of disclosure, transparency, and corporate social responsibility in company operations.
- CO4.** Apply governance principles, secretarial audit practices, and understand the challenges of company secretaries.
- CO5.** Assess the procedures and implications of voluntary and involuntary winding up of companies

CC 1345 - COMPUTER APPLICATION FOR PUBLICATIONS

- CO1.** Acquire skills in free software for electronic data processing.
- CO2.** Develop document preparation and publishing skills using LaTeX.
- CO3.** Master advanced features of MS Word for professional document creation.
- CO4.** Utilize Adobe InDesign for publication layout and design.
- CO5.** Create engaging presentations with Microsoft PowerPoint, incorporating multimedia elements.

CC1331 E-BUSINESS

- CO1.** Understand e-business models, benefits, limitations, and differences between e-business and e-commerce.
- CO2.** Analyse e-business systems integration, including ERP, e-SCM, and CRM.
- CO3.** Evaluate e-business applications in various sectors like tourism, banking, and education.
- CO4.** Understand e-governance models, benefits, risks, and successful initiatives.
- CO5.** Apply knowledge in launching successful online businesses and e-commerce projects, including funding and website design.



IV SEMESTER

CC1441 - FINANCIAL SERVICES IN INDIA

- CO1.** Understand the structure and role of financial services within the Indian financial system.
- CO2.** Analyse fund-based financial services including venture capital, leasing, and housing finance.
- CO3.** Evaluate other fund-based services like insurance and mutual funds, including their growth in India.
- CO4.** Apply knowledge of fee-based financial services such as merchant banking and portfolio management.
- CO5.** Assess the significance and methodology of credit rating and individual creditworthiness.

CC 1442 - INDIAN FINANCIAL MARKET

- CO1.** Understand the structure and components of the Indian financial system, including financial markets and instruments.
- CO2.** Analyse the processes and roles of intermediaries in the primary market, including IPOs and private placements.
- CO3.** Evaluate the functions and operations of the secondary market, including stock exchanges and trading mechanisms.
- CO4.** Apply knowledge of derivatives, including types and trading mechanisms, in financial markets.
- CO5.** Assess the regulatory framework governing financial markets, including the role and functions of SEBI

CC 1443

BANKING AND INSURANCE

- CO1.** Understand banking functions, liquidity management, and the role of RBI in banking policies.
- CO2.** Analyse banking practices, relationships between banker and customer, and account operations.
- CO3.** Evaluate innovations and reforms in banking, including digital banking and NPA management.
- CO4.** Understand the basics of insurance, including risk classification and the functions of insurance.



- CO5.** Analyse insurance claims, regulations, and the impact of FDI in the insurance sector.

CC 1444

CORPORATE ACCOUNTING

- CO1.** Understand and apply accounting standards and their relevance to financial statement preparation.
- CO2.** Prepare final accounts of companies in accordance with legal requirements and standards.
- CO3.** Analyse and prepare financial statements for banking and insurance companies.
- CO4.** Evaluate internal reconstruction processes and prepare post-reconstruction balance sheets.
- CO5.** Interpret financial statements using accounting standards and ratios for analysis.

CC 1445

SOFTWARE FOR DATA MANAGEMENT

- CO1.** Familiarize with open source and proprietary software for data management.
- CO2.** Develop skills in using Microsoft Excel for advanced data analysis and presentation.
- CO3.** Understand the use of statistical software for business decision-making.
- CO4.** Apply database management principles using Microsoft Access.
- CO5.** Integrate software tools effectively for business applications and data management.

CC 1431

BUSINESS STATISTICS

- CO1.** Understand statistical concepts, data collection methods, and measures of dispersion.
- CO2.** Apply correlation and regression analysis to interpret business data relationships.
- CO3.** Evaluate business scenarios using index numbers and their construction methods.
- CO4.** Analyse time series data for business forecasting and trend analysis.
- CO5.** Utilize statistical methods for business decision-making and analysis



SEMESTER V

CC 1541

FUNDAMENTALS OF INCOME TAX

- CO1.** Understand basic concepts, definitions, and income tax structure applicable to individuals.
- CO2.** Calculate income from salaries, incorporating allowances, perquisites, and deductions.
- CO3.** Determine income from house property, understanding annual value and applicable deductions.
- CO4.** Analyse income from business, profession, capital gains, and other sources for tax implications.
- CO5.** Compute total income and tax liability, considering clubbing of incomes, deductions, and rebates

CC 1542

COST ACCOUNTING

- CO1.** Grasp the fundamental principles, objectives, and distinction between cost and financial accounting.
- CO2.** Manage and control material and labour costs, utilizing inventory control systems and wage payment systems.
- CO3.** Allocate overhead costs effectively across departments and products using activity-based costing.
- CO4.** Prepare cost accounting records, reconciling cost and financial accounts for internal analysis.
- CO5.** Present cost data in cost sheets for decision-making, tendering, and quoting processes.

CC 1543

MARKETING MANAGEMENT

- CO1.** Understand marketing's evolution, concepts, and its role within modern organizations.
- CO2.** Analyse consumer behaviour, segmentation, targeting, and positioning strategies for market effectiveness.
- CO3.** Develop product lifecycle strategies, including new product development and diversification.
- CO4.** Formulate pricing decisions and distribution management strategies to optimize market reach.



- CO5.** Design promotional campaigns, incorporating advertising, sales promotion, and public relations strategies.

CC 1551.2

PRINCIPLES OF MANAGEMENT

- CO1.** Understand fundamental principles of management and their application in organizations.
- CO2.** Plan and implement effective organizational strategies.
- CO3.** Organize resources and manage team dynamics for optimal performance.
- CO4.** Direct and control organizational activities through effective leadership.
- CO5.** Apply modern management techniques for efficient business operations.

CC 1544

WEB DESIGNING AND PRODUCTION FOR BUSINESS

- CO1.** Understand the principles of web designing and production for business applications.
- CO2.** Develop skills in using HTML and CSS for website creation.
- CO3.** Apply multimedia elements and CSS for enhanced web presentation.
- CO4.** Utilize web publishing tools and technologies for business sites.
- CO5.** Incorporate XML and PHP for dynamic and interactive web applications.

SEMESTER VI

CC 1641

AUDITING

- CO1.** Understand auditing principles, standards, and auditor independence, distinguishing between different types of audits.
- CO2.** Apply audit processes, documentation, and internal check systems in various audit scenarios.
- CO3.** Analyze the significance of vouching and verification in auditing, including asset valuation.
- CO4.** Evaluate auditor roles, qualifications, and liabilities within the framework of the Companies Act 2013.
- CO5.** Differentiate between auditing and investigation, understanding investigative techniques in fraud cases



CC 1642

APPLIED COSTING

- CO1.** Understand specific order costing methods, including job, batch, and contract costing procedures.
- CO2.** Analyze process costing features, treatment of losses, and joint product costing.
- CO3.** Evaluate service costing in various sectors, applying composite cost unit calculations.
- CO4.** Apply marginal costing techniques for decision-making, including break-even and CVP analysis.
- CO5.** Analyze standard costing, variance analysis, and its application in cost control.

CC 1643

MANAGEMENT ACCOUNTING

- CO1.** Understand the role, nature, and functions of management accounting, distinguishing it from financial and cost accounting.
- CO2.** Analyze decision-making processes, incorporating cost-benefit and cost-effectiveness analysis.
- CO3.** Apply fund flow and cash flow analysis in financial reporting and planning.
- CO4.** Evaluate budgeting types and processes, understanding their role in financial control.
- CO5.** Assess capital expenditure decisions using various investment appraisal techniques.

CO1651.3

STRATEGIC MANAGEMENT

- CO1.** Understand strategic management concepts, the importance of strategy, and the strategic management process.
- CO2.** Apply strategic intent and formulation techniques, including vision, mission, and strategic business unit planning.
- CO3.** Analyze environmental and organizational capabilities using strategic analysis tools.
- CO4.** Implement strategies effectively, addressing resource allocation and implementation issues.
- CO5.** Evaluate strategic outcomes using strategic control and evaluation techniques.



CC 1644

COMPUTERISED ACCOUNTING

- CO1.** Acquire skills in Tally for company creation, account set-up, and voucher entry.
- CO2.** Develop proficiency in managing books of accounts, inventory, and payroll in Tally.
- CO3.** Apply advanced features of Tally for financial management, including TDS and VAT calculations.
- CO4.** Analyze financial data for fund flow, budgeting, variance analysis, and ratio analysis in Tally.
- CO5.** Generate and print financial reports, including trial balance, profit & loss accounts, and balance sheets.



B. COM – ELECTIVE FINANCE (2018 SYLLABUS)

COURSE OUTCOME



SEMESTER – I

EN1111.2

LANGUAGE SKILLS

- CO1.** To familiarize students with English sounds and phonemic symbols
- CO2.** To enhance their ability in listening and speaking.
- CO3.** Listen to lectures, public announcements and news on TV and radio.
- CO4.** Engage in telephonic conversation.
- CO5.** Communicate effectively and accurately in English.
- CO6.** Use spoken language for various purposes.

HN 1111.2

HINDI PROSE AND LETTER WRITING

- CO1.** Appreciates prose writings in Hindi
- CO2.** Critically evaluates the contribution of prescribed writers of prose to Hindi Literature
- CO3.** Differentiates various types of letters based on their style and components
- CO4.** Write different types of letters in Hindi

ML 1111.2

MALAYALAM- NOVEL, NATAKAM, SANCHARASAHITHYAM, THIRAKKADHA

- CO1.** Be able to appreciate the various literary forms seen in Malayalam literature such as short story, essay, biography, autobiography and travel narratives.
- CO2.** Be able to differentiate the variety of uses as well as themes.
- CO3.** Be able to critically analyse the beauty and distinctive features of the works by knowing about the complete background.
- CO4.** Be able to develop fluency, translation skills, writing skills in the language.

CO 1121

METHODOLOGY AND PERSPECTIVES OF BUSINESS EDUCATION

- CO1.** Understand the basic concepts, methods, and importance of business information within different economic systems.
- CO2.** Analyse the role of various economic sectors and emerging areas in the service sector.
- CO3.** Evaluate the process of establishing a business, including environmental analysis and resource mobilization.



- CO4.** Assess the importance of trained manpower for quality enhancement across different levels of organization and society.
- CO5.** Develop skills in effective communication and presentation through various academic activities.

CO 1141

ENVIRONMENTAL STUDIES

- CO1.** Describe the scope, importance, and interdisciplinary nature of environmental studies.
- CO2.** Understand ecological principles, biodiversity conservation, and natural resource management.
- CO3.** Analyse the impact of industry on the environment, including pollution and waste management.
- CO4.** Evaluate social issues related to the environment and the concept of sustainable development.
- CO5.** Examine the effects of human population growth on the environment and promote environmental health.

CO 1142

MANAGEMENT CONCEPTS AND THOUGHT

- CO1.** Understand the evolution and various schools of modern management thought.
- CO2.** Analyse the management process, including planning, organizing, staffing, directing, and controlling.
- CO3.** Evaluate different leadership qualities, styles, and theories.
- CO4.** Understand motivational theories and the importance of effective communication in management.
- CO5.** Explore new horizons of management, including TQM, change management, and knowledge management.

CO 1131

MANAGERIAL ECONOMICS

- CO1.** Understand the scope and application of managerial economics in business decisions.
- CO2.** Analyse demand estimation and forecasting methods for short-term and long-term planning.
- CO3.** Evaluate production functions, laws of production, and the optimal combination of inputs.
- CO4.** Understand pricing policies, practices, and market structures in various competitive scenarios.



CO5. Analyse business cycles, their causes, indicators, and control measures.

SEMESTER II

EN 1211.2

ENGLISH GRAMMAR, USAGE AND WRITING

- CO1.** Have an appreciable understanding of English grammar.
- CO2.** Produce grammatically and idiomatically correct spoken and written discourse.
- CO3.** Spot language errors and correct them.

HN 1211.2

HINDI

- CO1.** Understands the development of Hindi poetry from the Bhakti period to modern times
- CO2.** Translates simple passages from Hindi to English and vice versa
- CO3.** Opens a career option that of a translator
- CO4.** Aware of the distinct features of Hindi novel and short story

ML 1211.2

MALAYALAM

- CO1.** Be able to differentiate between written and visual media.
- CO2.** Be able to compare and analyse the similarities and differences in Kerala visual media.
- CO3.** Be able to develop and inspire the students to express themselves creatively.
- CO4.** Be able to inculcate and assist the growth of the writer, actor, director and such creative faculties in the student.

CO 1221

INFORMATICS AND CYBER LAWS

- CO1.** Understand the basic concepts, importance, and developments in informatics and the significance of technology procurement.
- CO2.** Apply internet access methods and knowledge management skills for academic and educational purposes.
- CO3.** Analyse the role of IT in society, including its impact on various sectors and issues like the digital divide.
- CO4.** Evaluate the ethical, legal, and social implications of the cyber world, including cyber ethics and the IT Act 2000.



- CO5.** Identify and assess the nature and scope of cybercrimes, understanding the types of cyber offenses and mitigation strategies.

CO 1241

FINANCIAL ACCOUNTING

- CO1.** Understand the fundamental accounting concepts, principles, and the preparation of accounts for sole traders.
- CO2.** Apply depreciation accounting methods and adjustments according to relevant accounting standards.
- CO3.** Analyse accounts of hire purchase and instalment purchase systems, including accounting entries and repossession scenarios.
- CO4.** Evaluate accounting treatments for voyage packages, containers, and investment accounts, including adjustments for dividends, bonus shares, and rights issues.
- CO5.** Identify and calculate insurance claims, understanding the valuation of stock and treatment of average clauses.

CO1242

BUSINESS REGULATORY FRAMEWORK

- CO1.** Understand the basics of law and its importance in business, including sources and objectives of mercantile law.
- CO2.** Analyse the Law of Contracts as per the Indian Contract Act, 1872, understanding the nature, essential elements, and performance of contracts.
- CO3.** Evaluate the legal provisions related to special contracts, including bailment, pledge, indemnity, guarantee, and agency.
- CO4.** Apply the principles of the Sale of Goods Act 1930, focusing on contract formation, conditions, warranties, and the rights of unpaid sellers.
- CO5.** Assess the functions of regulatory authorities and understand intellectual property rights and the Right to Information Act 2005.

CO 1231

BUSINESS MATHEMATICS

- CO1.** Master numerical operations, including fractions, percentages, and apply permutations and combinations.
- CO2.** Utilize matrix operations and set theory in solving business-related problems.
- CO3.** Apply basic algebra and calculus in business scenarios for decision making.
- CO4.** Analyse business applications using depreciation methods, payroll calculations, and currency conversion.
- CO5.** Evaluate financial analysis techniques including present and future value calculations, pricing strategies, and financial ratio analysis.



SEMESTER III

EN 1311.2: ENGLISH III

- CO1.** Understand the basic concepts of business communication
- CO2.** Employ the English language in everyday situations and business transactions
- CO3.** Communicate fluently and to reach across boundaries of personal and cultural differences

CO 1341

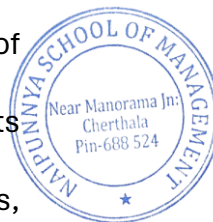
ENTREPRENEURSHIP DEVELOPMENT

- CO1.** Understand entrepreneurship concepts, entrepreneurial personality traits, and the significance of entrepreneurship as a career.
- CO2.** Analyse the entrepreneurial environment including the role of family, society, and government policies affecting entrepreneurial growth.
- CO3.** Evaluate the processes involved in creating a business plan and conducting a feasibility study, including project selection and appraisal techniques.
- CO4.** Develop skills in preparing detailed project reports, emphasizing the requirements of a good report and its structure.
- CO5.** Apply knowledge of finance and human resource mobilization, market and channel selection, and product launching strategies for small businesses.

CO 1342

ADVANCED FINANCIAL ACCOUNTING

- CO1.** Understand the accounting procedures for partnership firms, including dissolution and piecemeal distribution.
- CO2.** Analyse consignment accounts, focusing on accounting treatments and valuation of unsold stock.
- CO3.** Evaluate joint venture operations, accounting treatments, and the use of memorandum method.
- CO4.** Apply branch and departmental accounting methods, including adjustments for fixed assets and expense reconciliation.
- CO5.** Develop an understanding of departmental accounting objectives, methods, and the preparation of trading and profit and loss accounts.



CO 1343

COMPANY ADMINISTRATION

- CO1.** Understand the fundamentals of company law, including types of companies and the process of incorporation.
- CO2.** Analyse management and administration aspects, including the constitution of boards, meetings, and voting procedures.
- CO3.** Evaluate the importance of disclosure, transparency, and corporate social responsibility in company operations.
- CO4.** Apply governance principles, secretarial audit practices, and understand the challenges of company secretaries.
- CO5.** Assess the procedures and implications of voluntary and involuntary winding up of companies.

ELECTIVE COURSE

CO 1361.1

FINANCIAL MANAGEMENT

- CO1.** Understand the scope, objectives, and key decisions in financial management.
- CO2.** Analyse the cost of capital, including debt, equity, and retained earnings.
- CO3.** Evaluate financing decisions, capital structure theories, and determinants of optimal capital structure.
- CO4.** Apply investment and dividend decision-making techniques, including capital budgeting and dividend policy models.
- CO5.** Manage working capital effectively, focusing on cash, receivables, and inventory management.

CO 1331

E-BUSINESS

- CO1.** Understand e-business models, benefits, limitations, and differences between e-business and e-commerce.
- CO2.** Analyse e-business systems integration, including ERP, e-SCM, and CRM.
- CO3.** Evaluate e-business applications in various sectors like tourism, banking, and education.
- CO4.** Understand e-governance models, benefits, risks, and successful initiatives.
- CO5.** Apply knowledge in launching successful online businesses and e-commerce projects, including funding and website design.



SEMESTER IV

EN 1411.2

ENGLISH IV

- CO1.** Understand and appreciate literary discourse.
- CO2.** Look at the best pieces of literary writing critically.
- CO3.** Analyze literature as a cultural and interactive phenomenon.
- CO4.** Understand the use of the target language and make use of it in daily life.

CO 1441

INDIAN FINANCIAL MARKET

- CO1.** Understand the structure and components of the Indian financial system, including financial markets and instruments.
- CO2.** Analyse the processes and roles of intermediaries in the primary market, including IPOs and private placements.
- CO3.** Evaluate the functions and operations of the secondary market, including stock exchanges and trading mechanisms.
- CO4.** Apply knowledge of derivatives, including types and trading mechanisms, in financial markets.
- CO5.** Assess the regulatory framework governing financial markets, including the role and functions of SEBI.

CO1442

BANKING AND INSURANCE

- CO1.** Understand banking functions, liquidity management, and the role of RBI in banking policies.
- CO2.** Analyse banking practices, relationships between banker and customer, and account operations.
- CO3.** Evaluate innovations and reforms in banking, including digital banking and NPA management.
- CO4.** Understand the basics of insurance, including risk classification and the functions of insurance.
- CO5.** Analyse insurance claims, regulations, and the impact of FDI in the insurance sector.



CO 1443

CORPORATE ACCOUNTING

- CO1.** Understand and apply accounting standards and their relevance to financial statement preparation.
- CO2.** Prepare final accounts of companies in accordance with legal requirements and standards.
- CO3.** Analyse and prepare financial statements for banking and insurance companies.
- CO4.** Evaluate internal reconstruction processes and prepare post-reconstruction balance sheets.
- CO5.** Interpret financial statements using accounting standards and ratios for analysis.

ELECTIVE COURSE

CO1461.1- PROJECT FINANCE

- CO1.** Understand project finance concepts, project life cycle, and project selection criteria.
- CO2.** Analyse different types of project appraisal methods for financial feasibility.
- CO3.** Evaluate project risks and incorporate risk management strategies into project financing.
- CO4.** Understand sources of project financing, including conventional and alternative finance.
- CO5.** Assess global project issues, including resource allocation and political and currency risks.

CO 1431

BUSINESS STATISTICS

- CO1.** Understand statistical concepts, data collection methods, and measures of dispersion.
- CO2.** Apply correlation and regression analysis to interpret business data relationships.
- CO3.** Evaluate business scenarios using index numbers and their construction methods.
- CO4.** Analyse time series data for business forecasting and trend analysis.
- CO5.** Utilize statistical methods for business decision-making and analysis.



SEMESTER V

CO – 1541

FUNDAMENTALS OF INCOME TAX

- CO1.** Understand basic concepts, definitions, and income tax structure applicable to individuals.
- CO2.** Calculate income from salaries, incorporating allowances, perquisites, and deductions.
- CO3.** Determine income from house property, understanding annual value and applicable deductions.
- CO4.** Analyse income from business, profession, capital gains, and other sources for tax implications.
- CO5.** Compute total income and tax liability, considering clubbing of incomes, deductions, and rebates.

CO 1542

COST ACCOUNTING

- CO1.** Grasp the fundamental principles, objectives, and distinction between cost and financial accounting.
- CO2.** Manage and control material and labour costs, utilizing inventory control systems and wage payment systems.
- CO3.** Allocate overhead costs effectively across departments and products using activity-based costing.
- CO4.** Prepare cost accounting records, reconciling cost and financial accounts for internal analysis.
- CO5.** Present cost data in cost sheets for decision-making, tendering, and quoting processes.

CO 1543

MARKETING MANAGEMENT

- CO1.** Understand marketing's evolution, concepts, and its role within modern organizations.
- CO2.** Analyse consumer behaviour, segmentation, targeting, and positioning strategies for market effectiveness.
- CO3.** Develop product lifecycle strategies, including new product development and diversification.
- CO4.** Formulate pricing decisions and distribution management strategies to optimize market reach.



- CO5.** Design promotional campaigns, incorporating advertising, sales promotion, and public relations strategies.

CO 1551.2

PRINCIPLES OF MANAGEMENT

- CO1.** Understand management's core concepts, scope, and its evolution as science and art.
- CO2.** Plan and execute organizational strategies, recognizing planning types and limitations.
- CO3.** Organize resources effectively, understanding organizational structures and delegation principles.
- CO4.** Lead through effective staffing, training, and development practices for team performance.
- CO5.** Direct and control organizational activities, applying methods to establish operational control.

CO 1551.3

CAPITAL MARKET OPERATIONS

- CO1.** Understand the structure and function of primary and secondary markets in India.
- CO2.** Grasp the dematerialization process, advantages, and the role of depositories.
- CO3.** Distinguish between different types of investors and their roles in the market.
- CO4.** Comprehend the basics and operational mechanics of derivatives markets.
- CO5.** Analyse the regulatory framework governing capital markets for compliance and ethical trading.

CO 1561.1

FINANCIAL SERVICES IN INDIA

- CO1.** Understand the structure and role of financial services within the Indian financial system.
- CO2.** Analyse fund-based financial services including venture capital, leasing, and housing finance.
- CO3.** Evaluate other fund-based services like insurance and mutual funds, including their growth in India.
- CO4.** Apply knowledge of fee-based financial services such as merchant banking and portfolio management.
- CO5.** Assess the significance and methodology of credit rating and individual creditworthiness.



SEMESTER VI

CO 1641

AUDITING

- CO1.** Understand auditing principles, standards, and auditor independence, distinguishing between different types of audits.
- CO2.** Apply audit processes, documentation, and internal check systems in various audit scenarios.
- CO3.** Analyze the significance of vouching and verification in auditing, including asset valuation.
- CO4.** Evaluate auditor roles, qualifications, and liabilities within the framework of the Companies Act 2013.
- CO5.** Differentiate between auditing and investigation, understanding investigative techniques in fraud cases.

CO 1642

APPLIED COSTING

- CO1.** Understand specific order costing methods, including job, batch, and contract costing procedures.
- CO2.** Analyze process costing features, treatment of losses, and joint product costing.
- CO3.** Evaluate service costing in various sectors, applying composite cost unit calculations.
- CO4.** Apply marginal costing techniques for decision-making, including break-even and CVP analysis.
- CO5.** Analyze standard costing, variance analysis, and its application in cost control.

CO 1643

MANAGEMENT ACCOUNTING

- CO1.** Understand the role, nature, and functions of management accounting, distinguishing it from financial and cost accounting.
- CO2.** Analyze decision-making processes, incorporating cost-benefit and cost-effectiveness analysis.
- CO3.** Apply fund flow and cash flow analysis in financial reporting and planning.
- CO4.** Evaluate budgeting types and processes, understanding their role in financial control.



- CO5.** Assess capital expenditure decisions using various investment appraisal techniques.

CO 1651.2

STRATEGIC MANAGEMENT

- CO1.** Understand strategic management concepts, the importance of strategy, and the strategic management process.
- CO2.** Apply strategic intent and formulation techniques, including vision, mission, and strategic business unit planning.
- CO3.** Analyze environmental and organizational capabilities using strategic analysis tools.
- CO4.** Implement strategies effectively, addressing resource allocation and implementation issues.
- CO5.** Evaluate strategic outcomes using strategic control and evaluation techniques.

ELECTIVE COURSE

CO1661.1

TAXATION LAW AND ACCOUNTS

- CO1.** Understand income tax provisions for different entities and basic principles of GST.
- CO2.** Calculate corporate taxation, MAT, and tax liabilities for companies.
- CO3.** Apply assessment procedures, e-filing, and tax collection methods, including TDS and TCS.
- CO4.** Evaluate income tax authorities' powers, penalties, and tax planning strategies.
- CO5.** Understand GST fundamentals, registration, administration, and return filing processes.



B.COM - COMMERCE AND TOURISM AND TRAVEL MANAGEMENT

(2018 SYLLABUS)

COURSE OUTCOME



SEMESTER 1

EN1111.3

LANGUAGE SKILLS

- CO1.** To familiarize students with English sounds and phonemic symbols
- CO2.** To enhance their ability in listening and speaking.
- CO3.** Listen to lectures, public announcements and news on TV and radio.
- CO4.** Engage in telephonic conversation.
- CO5.** Communicate effectively and accurately in English.
- CO6.** Use spoken language for various purposes.

HN 1111.3

MODERN HINDI LITERATURE

- CO1.** Be sensitive and appreciate the aesthetic beauty of Hindi poetry.
- CO2.** Be aware of the development of communication media.
- CO3.** Deal with official correspondence in Hindi.
- CO4.** Be knowledgeable of the aspects of Poetry.

ML 1111.3

GADHYASAHITAYAM

- CO1.** Be able to appreciate the various literary forms seen in Malayalam literature such as short story, essay, biography, autobiography and travel narratives.
- CO2.** Be able to differentiate the variety of uses as well as themes.
- CO3.** Be able to critically analyse the beauty and distinctive features of the works by knowing about the complete background.
- CO4.** Be able to develop fluency, translation skills, writing skills in the language.

TT 1121

METHODOLOGY AND PERSPECTIVES OF BUSINESS EDUCATION

- CO1.** Understand the basic concepts, methods, and importance of business information within different economic systems.
- CO2.** Analyse the role of various economic sectors and emerging areas in the service sector.
- CO3.** Evaluate the process of establishing a business, including environmental analysis and resource mobilization.
- CO4.** Assess the importance of trained manpower for quality enhancement across different levels of organization and society.



- CO5.** Develop skills in effective communication and presentation through various academic activities

TT 1141

ENVIRONMENTAL STUDIES

- CO1.** Describe the scope, importance, and interdisciplinary nature of environmental studies.
- CO2.** Understand ecological principles, biodiversity conservation, and natural resource management.
- CO3.** Analyse the impact of industry on the environment, including pollution and waste management.
- CO4.** Evaluate social issues related to the environment and the concept of sustainable development.
- CO5.** Examine the effects of human population growth on the environment and promote environmental health.

TT 1171

TOURISM PRINCIPLES AND PRACTICES

- CO1.** Define the basic concepts of tourism, differentiating between Tourist, Traveler, Visitor, and Excursionist, and elucidate the historical development of tourism.
- CO2.** Analyze the features, growth patterns, and profiles of Domestic and International tourism, to understand the distinctions between generating and destination regions.
- CO3.** Evaluate the determinants, motivations, and measurement methods of Tourism Demand, while examining the emerging trends and new thrust areas of Indian tourism.
- CO4.** Assess the positive and negative impacts of tourism on socio-cultural, economic, environmental, and political aspects to understand the multifaceted consequences.
- CO5.** Examine the nature and characteristics of the Tourism Industry in India, its components, and the role of international tourism institutions and organizations in promoting global movement.

PG 1131

PSYCHOLOGY I

- CO1.** Describe the basic social psychological concepts and relevant methods
- CO2.** Identify skills pertaining to evaluating the realities in social situations.
- CO3.** Express the social influence processes particularly the influence of others on individual behaviour and performance



- CO4.** Explain the social affective processes including people's harming and helping behaviours

SEMESTER 2

EN 1211.3

ENGLISH GRAMMAR, USAGE AND WRITING

- CO1.** Have an appreciable understanding of English grammar.
- CO2.** Produce grammatically and idiomatically correct spoken and written discourse.
- CO3.** Spot language errors and correct them.

ADDITIONAL LANGUAGE

HN 1211.3

HINDI

- CO1.** Guided to the world of Hindi fiction, novel and short story.
- CO2.** Imbided the capacity of creative process and communication skills.
- CO3.** Sensitised to the aesthetics of Novels and Short Story.
- CO4.** Aware of the distinct features of Hindi Novel and Short Story.

ML 1211.3

DRISHYAKALASAHITYAM

- CO1.** Be able to differentiate between written and visual media.
- CO2.** Be able to compare and analyse the similarities and differences in Kerala visual media.
- CO3.** Be able to develop and inspire the students to express themselves creatively.
- CO4.** Be able to inculcate and assist the growth of the writer, actor, director and such creative faculties in the student.

TT1221-

INFORMATICS AND CYBER LAWS

- CO1.** Understand the basic concepts, importance, and developments in informatics and the significance of technology procurement.
- CO2.** Apply internet access methods and knowledge management skills for academic and educational purposes.



- CO3.** Analyse the role of IT in society, including its impact on various sectors and issues like the digital divide.
- CO4.** Evaluate the ethical, legal, and social implications of the cyber world, including cyber ethics and the IT Act 2000.
- CO5.** Identify and assess the nature and scope of cybercrimes, understanding the types of cyber offenses and mitigation strategies.

TT 1241

FINANCIAL ACCOUNTING

- CO1.** Understand the fundamental accounting concepts, principles, and the preparation of accounts for sole traders.
- CO2.** Apply depreciation accounting methods and adjustments according to relevant accounting standards.
- CO3.** Analyse accounts of hire purchase and instalment purchase systems, including accounting entries and repossession scenarios.
- CO4.** Evaluate accounting treatments for voyage packages, containers, and investment accounts, including adjustments for dividends, bonus shares, and rights issues.
- CO5.** Identify and calculate insurance claims, understanding the valuation of stock and treatment of average clauses.

TT 1271:

EMERGING TRENDS IN TOURISM

- CO1.** Analyze the recent trends in tourism, including e-tourism, virtual tourism, sustainable tourism, responsible tourism, accessible tourism, event tourism, and MICE Tourism.
- CO2.** Evaluate the historical development of E Tourism, including CRS and GDS, and critically assess the impact of disintermediation and internet tools on tourism promotion.
- CO3.** To assess the role of events in promoting tourism, identify various types of events, and analyze key factors for effective event management, considering the role of travel agencies and tour operators.
- CO4.** Synthesize knowledge of MICE Tourism, incorporating the understanding of meetings, incentives, conferences, and exhibitions, and critically analyze the impact and benefits of conventions on local and national communities.
- CO5.** Evaluate the supportive mechanisms in Event Tourism, examining the history and functions of ICCA and ICIB, along with the roles of the Government of India and the Government of Kerala.



PG 1231.1

COMMUNICATION AND INTERPERSONAL SKILLS PSYCHOLOGY II

- CO1.** State the verbal and nonverbal processes of communication.
- CO2.** Clarify psychological barriers to effective communication
- CO3.** Demonstrate appreciation of cultural variations in verbal and non-verbal communication.
- CO4.** Interpret the nuances of communication gap in interpersonal relationships in social contexts.
- CO5.** Express listening and communicating competence.
- CO6.** Identify the importance of positive relational attitudes

SEMESTER 3

EN 1311.3

ENGLISH FOR CAREER

- CO1.** To familiarize students with different modes of general and academic writing.
- CO2.** To help them master writing techniques to meet academic and professional needs
- CO3.** To introduce them to the basics of academic presentation
- CO4.** To sharpen their accuracy in writing

TT 1341

MANAGEMENT CONCEPTS AND THOUGHT

- CO1.** Understand the evolution and various schools of modern management thought.
- CO2.** Analyse the management process, including planning, organizing, staffing, directing, and controlling.
- CO3.** Evaluate different leadership qualities, styles, and theories.
- CO4.** Understand motivational theories and the importance of effective communication in management.
- CO5.** Explore new horizons of management, including TQM, change management, and knowledge management.



TT 1342

ADVANCED FINANCIAL ACCOUNTING

- CO1.** Understand the accounting procedures for partnership firms, including dissolution and piecemeal distribution.
- CO2.** Analyse consignment accounts, focusing on accounting treatments and valuation of unsold stock.
- CO3.** Evaluate joint venture operations, accounting treatments, and the use of memorandum method.
- CO4.** Apply branch and departmental accounting methods, including adjustments for fixed assets and expense reconciliation.
- CO5.** Develop an understanding of departmental accounting objectives, methods, and the preparation of trading and profit and loss accounts.

TT 1371

TOURISM MARKETING

- CO1.** Identify and analyze tourism products recalling characteristics, classifications, and the nature of services and products in tourism marketing.
- CO2.** Evaluate and apply marketing strategies in tourism by Understanding and Applying levels, explaining the necessity, requirements, and variables of international and domestic tourism markets, as well as developing market plans and strategies for service firms.
- CO3.** Demonstrate and assess marketing strategies employed by tour operators, travel agencies, and the accommodation sector, while also understanding the concepts of marketing mix, tourism fairs, travel markets, interactive and relationship marketing.
- CO4.** Implement and assess the role of public relations in tourism marketing including tools of public relations, various types of publicity, personal selling, and merchandising.
- CO5.** Create and evaluate media content for tourism marketing, involving the understanding and application of media terms, writing for tourism products, and developing promotional materials such as brochures, posters, and advertisements.

TT 1372

TOURISM REGULATIONS

- CO1.** Analyze and evaluate tourism regulations pertaining to inbound and outbound travel, including Passport Act 1967, through comprehension and application of legal principles.



- CO2.** Assess and compare economic regulations such as currency, insurance, income tax, and foreign travel tax, applying knowledge of the Foreign Exchange Regulation Act 1973.
- CO3.** Examine and apply law and order regulations, including those related to police, district officials, cheating, and shopping malpractices, with an emphasis on understanding the Kerala Registration of Tourism and Trade Act-1991.
- CO4.** Evaluate accommodation and catering regulations within the hospitality sector, including the Foreigners Act 1942, demonstrating the ability to interpret and apply legislative frameworks.
- CO5.** Justify and synthesize the principles of environmental protection and conservation in tourism, drawing upon the Tourism Conservation and Preservation Act 1998 and demonstrating an understanding of the environmental concerns and conservation measures within the tourism industry.

PG 1331.1

PSYCHOLOGY III

- CO1.** Demonstrate a self-reflexive relationship with themselves to deal with future challenges
- CO2.** Illustrate different skills needed for effective living
- CO3.** Examine biological and environmental influences on personality development
- CO4.** Critically describe Psychodynamic Humanistic and Behaviouristic approaches to personality
- CO5.** Discuss meaning and conceptual approaches to happiness and well-being.
- CO6.** Infer the pathways through which positive emotions and positive traits contribute to happiness and well-being.

SEMESTER 4

EN 1411.3

ENGLISH IV

- CO1.** Understand and appreciate literary discourse.
- CO2.** Look at the best pieces of literary writing critically.
- CO3.** Analyze literature as a cultural and interactive phenomenon.
- CO4.** Understand the use of the target language and make use of it in daily life.



TT 1441

BUSINESS REGULATORY FRAMEWORK

- CO1.** Understand the basics of law and its importance in business, including sources and objectives of mercantile law.
- CO2.** Analyse the Law of Contracts as per the Indian Contract Act, 1872, understanding the nature, essential elements, and performance of contracts.
- CO3.** Evaluate the legal provisions related to special contracts, including bailment, pledge, indemnity, guarantee, and agency.
- CO4.** Apply the principles of the Sale of Goods Act 1930, focusing on contract formation, conditions, warranties, and the rights of unpaid sellers.
- CO5.** Assess the functions of regulatory authorities and understand intellectual property rights and the Right to Information Act 2005

TT 1442

BANKING AND INSURANCE

- CO1.** Understand banking functions, liquidity management, and the role of RBI in banking policies.
- CO2.** Analyse banking practices, relationships between banker and customer, and account operations.
- CO3.** Evaluate innovations and reforms in banking, including digital banking and NPA management.
- CO4.** Understand the basics of insurance, including risk classification and the functions of insurance.
- CO5.** Analyse insurance claims, regulations, and the impact of FDI in the insurance sector.

TT 1471

TOURISM PRODUCTS

- CO1.** Define and categorize tourism products, distinguishing between natural and manmade products, with an emphasis on the exploration of India's rich natural resources
- CO2.** Classify various tourism products, such as natural, historical, socio-cultural, and religious, exploring elements like climate, water features, historical monuments, and religious philosophies, demonstrating comprehension
- CO3.** Analyze the significance of historical and socio-cultural tourism products, including art, architecture, folklore, and religious philosophies, fostering the ability to evaluate and interpret information,



- CO4.** Examine the diversity of adventure tourism, covering aerial, water-based, and land-based activities, integrating concepts from previous modules to synthesize and create new knowledge,
- CO5.** Evaluate the impact and importance of adventure tourism in promoting cultural exchange and sustainable practices, encouraging the application of knowledge to real-world scenarios

TT 1472

TOUR GUIDING AND ESCORTING

- CO1.** Apply knowledge of the tour guiding profession by categorizing the qualities of an ideal tour guide, demonstrating effective guiding techniques, and organizing a guiding business
- CO2.** Analyze and evaluate the guide's personality, moments of truth, and service cycle, while critically assessing the challenges of working with different age groups and under difficult circumstances,
- CO3.** Synthesize information on the role of a tour guide as an interpreter, demonstrating the creation of memorable interpretations, responsible handling of various themes,
- CO4.** Demonstrate proficiency in conducting tours through comprehensive pre-tour planning, addressing diverse transportation modes, recognizing traveller needs (including those with special needs),
- CO5.** Integrate escorting skills by differentiating between guiding and escorting, interpreting sites effectively, exhibiting proper personal hygiene and grooming, and demonstrating responsibilities before, during, and after a tour while adhering to a code of conduct

PG 1431.1

ORGANIZATIONAL BEHAVIOUR

- CO1.** Examine group dynamics in an organisational setup.
- CO2.** Determine conflict and peace-making strategies in organisation.
- CO3.** Differentiate leadership processes on the basis of themes.
- CO4.** Describe conceptual and theoretical bases of work motivation.
- CO5.** Identify the relationship between performance, job attitude and organizational outcomes.



SEMESTER – V

TT1541

ENTREPRENEURSHIP DEVELOPMENT

- CO1.** Understand entrepreneurship concepts, entrepreneurial personality traits, and the significance of entrepreneurship as a career.
- CO2.** Analyse the entrepreneurial environment including the role of family, society, and government policies affecting entrepreneurial growth.
- CO3.** Evaluate the processes involved in creating a business plan and conducting a feasibility study, including project selection and appraisal techniques.
- CO4.** Develop skills in preparing detailed project reports, emphasizing the requirements of a good report and its structure.
- CO5.** Apply knowledge of finance and human resource mobilization, market and channel selection, and product launching strategies for small businesses.

TT 1542

COST ACCOUNTING

- CO1.** Grasp the fundamental principles, objectives, and distinction between cost and financial accounting.
- CO2.** Manage and control material and labour costs, utilizing inventory control systems and wage payment systems.
- CO3.** Allocate overhead costs effectively across departments and products using activity-based costing.
- CO4.** Prepare cost accounting records, reconciling cost and financial accounts for internal analysis.
- CO5.** Present cost data in cost sheets for decision-making, tendering, and quoting processes.

TT 1543

MARKETING MANAGEMENT

- CO1.** Understand marketing's evolution, concepts, and its role within modern organizations.
- CO2.** Analyse consumer behaviour, segmentation, targeting, and positioning strategies for market effectiveness.
- CO3.** Develop product lifecycle strategies, including new product development and diversification.
- CO4.** Formulate pricing decisions and distribution management strategies to optimize market reach.



- CO5.** Design promotional campaigns, incorporating advertising, sales promotion, and public relations strategies.

OPEN COURSE

TT 1551.2

PRINCIPLES OF MANAGEMENT

- CO1.** Students will demonstrate comprehension of the fundamental principles of management, including its definition, scope, and the distinction between management and administration.
- CO2.** Learners will exhibit understanding of the planning process, including the meaning, objectives, types of plans, steps, and limitations.
- CO3.** Participants will analyze the concept of organizing in management, incorporating knowledge of its significance, types, centralization, decentralization, delegation, and departmentation
- CO4.** Students will demonstrate familiarity with the importance of staffing in management, including sources of recruitment and selection, training, and development.
- CO5.** Learners will evaluate the elements of directing and controlling in management, incorporating knowledge of their meaning, steps, and methods of establishing control.

TT 1551.3

CAPITAL MARKET OPERATIONS

- CO1.** Recognize and define the structure and instruments of the capital market, distinguishing between primary and secondary markets
- CO2.** Evaluate the significance of stock exchanges, securities, and trading procedures in the secondary market, demonstrating a deeper level of comprehension by analyzing and interpreting the ownership and creditorship aspects of securities
- CO3.** Demonstrate an understanding of dematerialization of securities, apply the advantages of dematerialization, and describe the functions of depositories
- CO4.** Differentiate between types of investors, analyze the distinctions between speculation and investment, and categorize various types of speculators
- CO5.** Explain the concept of derivatives, including forwards, futures, options, put options, and call options, engaging in higher-order thinking by synthesizing information and evaluating the implications of these financial instruments



HOSPITALITY MANAGEMENT

- CO1.** Analyze the various types of accommodation and their classification
- CO2.** Evaluate the business activities within the accommodation segment,
- CO3.** Demonstrate comprehension of hospitality management, including its development, services, and relevant laws,
- CO4.** Apply knowledge of hotel functions, front office management, room tariff plans, and allied services
- CO5.** Implement Human Resources Management principles in hotels, encompassing sales marketing, financial statement preparation, and guest log book management

TT 1551.1

FUNDAMENTALS OF FINANCIAL ACCOUNTING

- CO1.** Understand the foundational principles and practices of financial accounting through an exploration of accounting concepts, conventions, and systems, including an introduction to accounting standards and double-entry bookkeeping.
- CO2.** Apply knowledge gained to effectively record various business transactions using journals, ledgers, and subsidiary books, with a focus on mastering the recording of transactions in different financial contexts.
- CO3.** Demonstrate proficiency in managing financial records by examining different forms of cash books, including simple cash books, those with cash and discount columns, and those with cash, discount, and bank columns, along with the proper usage of petty cash books.
- CO4.** Analyze and interpret financial data through the preparation of trial balances, understanding its significance, meaning, and objectives in the context of financial accounting.
- CO5.** Develop competence in the preparation of comprehensive financial statements, including final accounts of a sole trader, trading and profit and loss accounts, and balance sheets, integrating adjustments for bad debts, outstanding items, prepaid expenses, and various forms of income and depreciation.



SUSTAINABLE TOURISM MANAGEMENT

- CO1.** Students will demonstrate an understanding of the foundational principles and dimensions of sustainable tourism management, including social, economic, and environmental aspects, through analysis of key global conferences and developments in sustainability
- CO2.** Learners will apply critical thinking skills to evaluate the significance of Sustainable Tourism Agenda-21, Millennium Development Goals, and their impact on the travel and tourism industry, recognizing both benefits and issues in sustainable tourism development
- CO3.** Participants will employ analytical skills to assess Sustainable Tourism Planning principles, including the application of basic concepts in sustainable design, climate analysis, locality analysis, and site analysis, considering environmental, socio-economic, cultural, and ethical factors
- CO4.** Students will analyze the role of international organizations such as ISO 14000, WTTC, UN-WTO, PATA, UNEP, and IUCN in standardization and certification for tourism sustainability, demonstrating an understanding of the need and importance of such frameworks
- CO5.** Learners will integrate knowledge and evaluate various approaches to sustainable tourism, including ecotourism, responsible tourism, and community-based initiatives, recognizing the benefits of eco-friendly practices, energy waste management, and sustainable tourism development

SEMESTER VI

TT1641

AUDITING

- CO1.** Understand auditing principles, standards, and auditor independence, distinguishing between different types of audits.
- CO2.** Apply audit processes, documentation, and internal check systems in various audit scenarios.
- CO3.** Analyze the significance of vouching and verification in auditing, including asset valuation.
- CO4.** Evaluate auditor roles, qualifications, and liabilities within the framework of the Companies Act 2013.
- CO5.** Differentiate between auditing and investigation, understanding investigative techniques in fraud cases.



TT1642

APPLIED COSTING

- CO1.** Understand specific order costing methods, including job, batch, and contract costing procedures.
- CO2.** Analyze process costing features, treatment of losses, and joint product costing.
- CO3.** Evaluate service costing in various sectors, applying composite cost unit calculations.
- CO4.** Apply marginal costing techniques for decision-making, including break-even and CVP analysis.
- CO5.** Analyze standard costing, variance analysis, and its application in cost control.

TT1643

MANAGEMENT ACCOUNTING

- CO1.** Understand the role, nature, and functions of management accounting, distinguishing it from financial and cost accounting.
- CO2.** Analyze decision-making processes, incorporating cost-benefit and cost-effectiveness analysis.
- CO3.** Apply fund flow and cash flow analysis in financial reporting and planning.
- CO4.** Evaluate budgeting types and processes, understanding their role in financial control.
- CO5.** Assess capital expenditure decisions using various investment appraisal techniques.

TT 1651.2

STRATEGIC MANAGEMENT

- CO1.** Understand strategic management concepts, the importance of strategy, and the strategic management process.
- CO2.** Apply strategic intent and formulation techniques, including vision, mission, and strategic business unit planning.
- CO3.** Analyze environmental and organizational capabilities using strategic analysis tools.
- CO4.** Implement strategies effectively, addressing resource allocation and implementation issues.
- CO5.** Evaluate strategic outcomes using strategic control and evaluation techniques.



TT 1671

TRAVEL AGENCY, TOUR OPERATION AND AIRLINE MANAGEMENT

- CO1.** Analyze the historical development and functions of travel agencies, including their role in the travel trade, sources of income, and the process of setting up an agency, demonstrating comprehension through an evaluation of IATA and governmental approvals.
- CO2.** Differentiate between travel agencies and tour operators, assessing their linkages with hotels and airlines, and examine the responsibilities of tour escorts and guides, illustrating understanding through a comparison of their roles in the travel industry.
- CO3.** Evaluate the organizational structure of a travel agency, critically assessing its components such as information counseling, ticketing, documentation, staffing, and the processes of directing, planning, organizing, and controlling.
- CO4.** Examine the concept and nature of tour operations, analyze the functions and types of tour operators, and demonstrate creativity in developing effective itineraries, utilizing reference tools to enhance itinerary preparation.
- CO5.** Assess the international aviation landscape, including ICAO, IATA traffic conference areas, airline codes, time calculations, datelines, standard and local times, air travel policies, passenger care, flight distances, seating, food, and reservation policies, applying knowledge to address issues related to special passengers, travel cancellations, delays, and baggage allowances.

TT 1672

ACCOUNTING FOR TOURISM ORGANIZATIONS

- CO1.** Apply knowledge of accounting concepts in the tourism industry to effectively prepare accounts for tourism organizations, demonstrating understanding through the documentation of hotel reservations, configuration, cancellation, and the preparation of various service vouchers.
- CO2.** Analyze and evaluate the process of itinerary development for domestic and international tourists, incorporating negotiations, tariff considerations, costing and pricing strategies, market approaches, and the design and distribution of brochures, showcasing higher-order thinking skills in the tourism business context.
- CO3.** Demonstrate comprehension of tour cost concepts, differentiating between fixed and variable costs, direct and indirect costs, and factors influencing tour costs, while employing critical thinking to create and interpret Tour Cost



Sheets for FIT, GIT, conference, and convention packages, and devising pricing strategies accordingly.

- CO4.** Apply accounting procedures for day book and document maintenance, along with an understanding of the aims, objectives, and functions of the Tourism Finance Corporation of India (TFCI), showcasing knowledge application and analysis in financial management within the tourism sector.
- CO5.** Develop competence in tour operation documentation, including the creation of vouchers, exchange orders, pax docketts, status reports, daily sales records, and AGT statements, while understanding the importance and future implications of credit cards in tourism, adhering to RBI regulations for tour operators, illustrating synthesis and application of regulatory knowledge in the industry context.



B.A ENGLISH AND COMMUNICATIVE ENGLISH

(2019 SYLLABUS)

COURSE OUTCOME



SEMESTER I

CG 1141 - READING POETRY

- CO1. Appreciate the various forms and types of poetry.
- CO2. Analyse the diverse poetic devices and strategies employed by poets.
- CO3. Read and appreciate poetry critically.
- CO4. Evaluate the world around in a more critical and creative manner.

CG 1171 - BASICS OF COMMUNICATION

- CO1. Recognise the basic principles of communication.
- CO2. Contemplate the various types of communication.
- CO3. Make use of the essential principles of communication.
- CO4. Identify the prominent methods and models of communication.

CG - 1131 - HISTORY OF ENGLISH LITERATURE I

- CO1. How people existed during various ages in Britain.
- CO2. What sort of social and political organisations evolved during this period.
- CO3. What were the beliefs and practices of the people during this period.
- CO4. What kind of literature emerged out of these conditions.

EN 1111.3- LANGUAGE SKILLS

- CO1. Familiarize students with English sounds and phonemic symbols to improve listening and speaking skills.
- CO2. Practice listening to lectures, public announcements, news, and engaging in telephonic conversations to enhance English communication abilities.
- CO3. Effectively use spoken language for various purposes, ensuring accurate and proficient communication in English.

ADDITIONAL LANGUAGE

HN 1111.3 - POETRY AND MASS MEDIA

- CO1. Be sensitive and appreciate the aesthetic beauty of Hindi poetry.
- CO2. Be aware of the development of communication media.
- CO3. Deal with official correspondence in Hindi.
- CO4. Be knowledgeable of the aspects of Poetry.



MALAYALAM-ML 1111.3 - GADHYASAHITAYAM

- CO1.** Be able to appreciate the various literary forms seen in Malayalam literature such as short story, essay, biography, autobiography and travel narratives.
- CO2.** Be able to differentiate the variety of uses as well as themes.
- CO3.** Be able to critically analyse the beauty and distinctive features of the works by knowing about the complete background.
- CO4.** Be able to develop fluency, translation skills, writing skills in the language.

CG 1121.3 – WRITING ON CONTEMPORARY ISSUES

- CO1. Have an overall understanding of some of the major issues in the contemporary world
- CO2. Respond empathetically to the issues of the society
- CO3. Read literary text critically

SEMESTER II

EN 1211.3 ENGLISH GRAMMAR USAGE AND WRITING

- CO1.** Understand English Grammar.
- CO2.** Produce grammatically and idiomatically correct spoken and written discourse.
- CO3.** Spot Language errors and correct them.

CG 1271 - ENVIRONMENTAL STUDIES

- CO1.** Define environmental studies and also understand the various types of resources, its role and how it's being overexploited.
- CO2.** Explain what ecosystem is and biodiversity means.
- CO3.** Know what sustainable use implies and how human population has affected the environment.
- CO4.** Understand what pollution is and the various types of pollution.
- CO5.** Know what is disaster management and the different types of Acts imposed like Environment Protection Act, Air (prevention and control of pollution) Act, Water (prevention and control of pollution) Act, Wildlife Protection Act and Forest Conservation Act.



CG - 1231 - HISTORY OF ENGLISH LITERATURE II

- CO1.** Answer the rise of Puritanism and also define the Restoration in England.
- CO2.** Appreciate Donne and the metaphysical poets and also Restoration theatre.

- CO3.** Contemplate on The Enlightenment and follow the growth of Coffee Houses in London as centres of social and political discussions.
- CO4.** Understand the development of Essay and Novel, Neo-classical verse.
- CO5.** Realise more about the Romantic Age and explain the basic tenets of Romanticism, Gothic writings and the precursors.

CG 1241 - READING DRAMA

- CO1.** Identify the various forms and schools of drama.
- CO2.** Understand and appreciate drama.
- CO3.** Write critically about and engage actively in producing/ performing drama

ADDITIONAL LANGUAGE

HINDI -HN 1211.3- NOVEL AND SHORT STORY

- CO1.** Guided to the world of Hindi fiction, novel and short story.
- CO2.** Imbided the capacity of creative process and communication skills.
- CO3.** Sensitised to the aesthetics of Novels and Short Story.
- CO4.** Aware of the distinct features of Hindi Novel and Short Story.

MALAYALAM - ML 1211.3 DRISHYAKALASAHITYAM

- CO1.** Be able to differentiate between written and visual media.
- CO2.** Be able to compare and analyse the similarities and differences in Kerala visual media.
- CO3.** Be able to develop and inspire the students to express themselves creatively.
- CO4.** Be able to inculcate and assist the growth of the writer, actor, director and such creative faculties in the student.

SEMESTER III

EN 1311.3 - ENGLISH FOR CAREER

- CO1.** At the end of this course, students are able to:
- CO2.** Perfect language skills required for appearing in career oriented competitive examinations
- CO3.** Develop the cognitive, logical, verbal and analytical skills necessary to succeed in competitive examinations.
- CO4.** Recognize the pattern of questions based on common models of competitive tests



- CO5.** Get sufficient practice in Vocabulary, Grammar, Comprehension and Remedial English from the perspective of career-oriented tests.

CG 1331 - HISTORY OF ENGLISH LITERATURE III

- CO1.** The Victorian age and the Reform Acts with focus on Industrialisation and its impact on the society.
CO2. The rise of Oxford and Cambridge Universities.
CO3. Victorian novel and poetry.
CO4. Early 20th century and The First World War.
CO5. The mid-twentieth century and after - World War II, Effects of the Wars on society and literature.

CG 1341 - READING FICTION

- CO1.** Identify different fictional forms.
CO2. Analyse and appreciate fictional writing.
CO3. Write imaginatively.

CG - 1342 - 20TH-CENTURY MALAYALAM LITERATURE IN ENGLISH TRANSLATION

- CO1.** Discern the richness of twentieth-century Malayalam writing.
CO2. Discern the distinctiveness of twentieth-century Malayalam writing.
CO3. Discuss the salient features of the works of major twentieth-century Malayalam writers.
CO4. Analyse and appreciate twentieth century Malayalam writing.

CG 1321 - INFORMATICS

- CO1.** Update and expand their knowledge in the field of informatics.
CO2. Understand the nature of the emerging digital knowledge society.
CO3. Use digital knowledge resources effectively and efficiently for their studies.

CG 1371 - COPY-EDITING

- CO1.** Copy-edit non-technical materials of moderate difficulty.
CO2. Produce consistently well-organized written discourse.
CO3. Find employment in the editing field as copy-editors and sub-editors.



SEMESTER IV

CG - 1431 - HISTORY OF ENGLISH LANGUAGE AND PHONETICS

- CO1.** Know the nature of language and its various language families.
- CO2.** Understand the Major contributors to the English language and also the impact of Bible translations on the language.
- CO3.** Analyse the development of dictionaries.
- CO4.** Understand what Semantics is.
- CO5.** Realise what phonetics is and also the various classifications and descriptions of vowels and consonants.

CG - 1441 - READING PROSE

- CO1.** Recognise various types of prose writings.
- CO2.** Analyse, understand and appreciate prose writings.
- CO3.** Write creatively and critically in an expository or argumentative way.

CG - 1442 - WORLD CLASSICS

- CO1.** Read and appreciate classical works.
- CO2.** Evaluate classical texts critically.
- CO3.** Place and assess their own culture and classics.

CG - 1471 - PRINT AND ONLINE WRITING

- CO1.** Analyse the history and development of print media especially in India
- CO2.** Understand what news is and the numerous techniques used in news gathering.
- CO3.** Know the types of reporting and the qualities a reporter must have.
- CO4.** Do online writing with focus on evolution, development and features.
- CO5.** Focus on cyber-crimes, e-governance, mobile governance and wiki leaks.

CG - 1472 - THEATRE STUDIES

- CO1.** Be sensitive to the fact that theatre is praxis.
- CO2.** Develop the listening and writing skills of students.
- CO3.** Appreciate theatre.
- CO4.** Respond creatively to the world around.

EN 1411.3 - READINGS IN LITERATURE

- CO1.** Understand and appreciate literary discourse.
- CO2.** Look at the best pieces of literary writing critically.
- CO3.** Analyse literature as a cultural and interactive phenomenon.



SEMESTER V

CG - 1571 - ENGLISH LANGUAGE TEACHING

- CO1.** Comprehend the concepts in language teaching.
- CO2.** Understand the important psychological principles behind second language acquisition.
- CO3.** Understand different approaches and methods of teaching English as a second language.
- CO4.** Plan lessons effectively.

CG - 1541 - LITERARY CRITICISM

- CO1.** Trace the development of critical practices from ancient times to the present.
- CO2.** Explain the critical concepts that emerged in different periods.
- CO3.** Analyse and appreciate texts critically, from different perspectives.

CG - 1542 - FILM STUDIES

- CO1.** Discover the language of cinema.
- CO2.** Explain the key concepts in film studies.
- CO3.** Analyse films as texts.
- CO4.** Write critically about films.

CG - 1572 - THE LANGUAGE OF ADVERTISEMENTS

- CO1.** Identify and analyse the various types of advertising.
- CO2.** Make use of the essential principles of advertising in ordinary situations.
- CO3.** Identify the impact of advertising in society.

CG - 1573 - AUDIO VISUAL WRITING

- CO1.** Identify and analyse the various types of television programmes.
- CO2.** Identify the impact of television in society.

OPEN COURSE - CG 1551.3 ENGLISH FOR THE MEDIA

- CO1.** Explain the nature and scope of communication media.
- CO2.** Write headlines and articles for newspapers and magazines and design their content.
- CO3.** Produce and present scripts and programs for radio and television.
- CO4.** Design and write webs, blogs and advertisements.

CG 1543-INDIAN WRITING IN ENGLISH



- CO1.** Trace the development of Indian Writing in English.
- CO2.** Explain the Indianness in Indian Literature in English.
- CO3.** Read and appreciate Indian Literature.
- CO4.** Analyse the strength and constraints of Indian English as a literary medium.

SEMESTER VI

CG - 1642 - WOMEN'S WRITING

- CO1.** Develop awareness of class, race and gender as social constructs and about how they influence women's lives.
- CO2.** The students will have acquired the skill to understand feminism as a social movement and as a critical tool.
- CO3.** They will be able to explore the plurality of female experiences.
- CO4.** They will be equipped with analytical, critical and creative skills to interrogate the biases in the construction of gender and patriarchal norms.

CG - 1661.1 - AMERICAN LITERATURE

- CO1.** Trace the origin and development of American literature, life and culture.
- CO2.** Identify what is distinctly American in American literature.
- CO3.** Read and appreciate American literature.

CG - 1671 - TECHNICAL ENGLISH

- CO1.** Introduce learners to Language Skills in all technical and industrial specialisations.
- CO2.** Develop verbal and non-verbal skills in Technical English.
- CO3.** Enable learners to meet their professional needs like effective inter-personal skills.
- CO4.** Develop strategies and tactics that scientists, engineers and others will need in order to communicate successfully on the job.

CG - 1672 - BUSINESS COMMUNICATION IN ENGLISH

- CO1.** Introduce Language Skills in Business English.
- CO2.** Develop verbal and non-verbal Business Communication skills.
- CO3.** Equip learners with high professional expertise in Business Communication.
- CO4.** Enable learners to meet their professional needs like effective Business management and interpersonal skills.



CG - 1641 - TRAVEL LITERATURE

- CO1.** Read and enjoy various types of travel literature.
- CO2.** Analyse, understand and appreciate travel writings.
- CO3.** Analyse inter-cultural crossings and perceptions in a self-reflexive and critical manner.

CG - 1643 - METHODOLOGY AND PERSPECTIVE OF HUMANITIES

- CO1.** Explain the key concepts in literary theory and criticism.
- CO2.** Make sense of literature.
- CO3.** Read literature critically from a theoretical perspective.

CG 1644 - PROJECT/DISSERTATION

- CO1.** Enriched with research aptitude.
- CO2.** Familiarised with the new vistas of research.
- CO3.** Advanced to a realm which offer them a platform in research.
- CO4.** Motivated with new thought patterns and directed to new fields of enquiry.



B.A ENGLISH AND COMMUNICATIVE ENGLISH

(2022 SYLLABUS)

COURSE OUTCOME



SEMESTER I

CG 1141 - INTRODUCTION TO LITERARY STUDIES

- CO1. Introduce varied literary representations.
- CO2. Comprehend the nature and characteristics of literature.
- CO3. Possess a foundational understanding of literary forms and representations

CG 1171 - SOFT SKILLS

- CO1. Advance unique soft skills which is beneficial for a successful life and better career performances
- CO2. Increase personal, social and professional skills
- CO3. Confront their surroundings enthusiastically with confidence

CG - 1131 - ENGLISH FOR SPECIFIC PURPOSES

- CO1. Understand ESP and differentiate English for General Purpose and English for Specific Purpose
- CO2. Be able to speak and write English for various specific purposes
- CO3. Familiarize with the vocabulary and language of Business English, Technical English, Travel English, Medical English, Legal English, English for Logistics, BPO English

EN 1111.3- LANGUAGE SKILLS

- CO1. Master the language for personal and professional growth.
- CO2. Acquire basic language skills through interactive classroom sessions.
- CO3. Connect literature with language learning.

CG 1121.3 - WRITINGS ON CONTEMPORARY ISSUES

- CO1. Have an overall understanding of some of the major issues in the contemporary world.
- CO2. Respond empathetically to the issues of the society.
- CO3. Read literary texts critically.



ADDITIONAL LANGUAGE

HINDI - HN 1111.3 - POETRY AND MASS MEDIA

- CO1. Be sensitive and appreciate the aesthetic beauty of Hindi poetry.
- CO2. Be aware of the development of communication media.
- CO3. Deal with official correspondence in Hindi.
- CO4. Be knowledgeable of the aspects of Poetry.

MALAYALAM-ML 1111.3 - GADHYASAHITAYAM

- CO1. Be able to appreciate the various literary forms seen in Malayalam literature such as short story, essay, biography, autobiography and travel narratives.
- CO2. Be able to differentiate the variety of uses as well as themes.
- CO3. Be able to critically analyse the beauty and distinctive features of the works by knowing about the complete background.
- CO4. Be able to develop fluency, translation skills, writing skills in the language.

SEMESTER II

CG 1211.3 - ENGLISH GRAMMAR USAGE AND WRITING

- CO1. Understand English Grammar.
- CO2. Produce grammatically and idiomatically correct spoken and written discourse.
- CO3. Spot Language errors and correct them.

CG - 1271 - NARRATIVES OF SOCIAL JUSTICE AND RESTITUTION

- CO1. Make students cognizant regarding pressing social issues and to apply language skills, knowledge, and social skills to identify and defend human rights violations.
- CO2. Acquire skills of social work intervention in human needs and societal issues.
- CO3. Consider the importance of law and imbibe a clear set of values which informs the social work practice.

CG - 1242 - NARRATIVES OF RESISTANCE

- CO1. Be able to identify themes of resistance in different forms and genres of literature and to identify injustices related to race, ethnicity, sexuality, gender etc. prevalent in society.



- CO2. Develop an idea of literature as a form of resistance to all forms of totalitarian authority.
- CO3. Understand the inter connection between various genres in manifesting resistance and how it becomes an undeniable presence in the everyday narratives of literary and other artistic expressions.

CG 1241 - BRITISH LITERATURE I

- CO1. Comprehend the origins and development of British literature and understand the specific features of the particular periods.
- CO2. Understand the major concerns, structure and style adopted by early British writers
- CO3. Gain knowledge of growth and development of British Literature in relation to the historical developments

CG 1231- LANGUAGE FOR MEDIA

- CO1. Develop specific language skills for various media
- CO2. Comprehend the trends and evolution of language use in media
- CO3. Understand the role and use of language in the evolutionary history of medias

ADDITIONAL LANGUAGE

HINDI -HN 1211.3- NOVEL AND SHORT STORY

- CO1. Guided to the world of hindi fiction, novel and short story.
- CO2. Imbided the capacity of creative process and communication skills.
- CO3. Sensitised to the aesthetics of Novels and Short Story.
- CO4. Aware of the distinct features of Hindi Novel and Short Story.

MALAYALAM - ML 1211.3 DRISHYAKALASAHITYAM

- CO1. Be able to differentiate between written and visual media.
- CO2. Be able to compare and analyse the similarities and differences in Kerala visual media.
- CO3. Be able to develop and inspire the students to express themselves creatively.
- CO4. Be able to inculcate and assist the growth of the writer, actor, director and such creative faculties in the student.



SEMESTER III

EN 1311.3 - ENGLISH FOR CAREER

- CO1.** Perfect language skills required for appearing in career oriented competitive examinations
- CO2.** Develop the cognitive, logical, verbal and analytical skills necessary to succeed in competitive examinations.
- CO3.** Recognize the pattern of questions based on common models of competitive tests
- CO4.** Get sufficient practice in Vocabulary, Grammar, Comprehension and Remedial English from the perspective of career-oriented tests.
- CO5.** Prepare for and appear in competitive examinations.

CG 1321 - EVOLUTION OF ENGLISH LANGUAGE

- CO1.** Knowledge of the paradigm shifts in the development of English.
- CO2.** Imbibe the plural socio-cultural factors that went in to the shaping of the English Language.
- CO3.** Recognize the politics of many 'Englishes'

CG 1341 - BRITISH LITERATURE II

- CO1.** Sensitize students to the changing trends in British literature in the 18th and 19th centuries and connect it with the sociocultural and political developments.
- CO2.** Develop the critical thinking necessary to discern literary merit and to recognize paradigm shifts in literary representations.
- CO3.** Connect literature to the historical developments that shaped the British history.

CG - 1342 - POPULAR LITERATURE

- CO1.** Understand the categories of the —popular and the —canonical
- CO2.** Identify the conventions, formulas, themes and styles of popular genres such as detective fiction, the science fiction and fantasy, and children's literature and assess the literary and cultural formation of the popular.
- CO3.** Sensitize students to the ways in which popular fiction reflects and engages with questions of gender, identity, ethics and education.



CG 1331 - ENVIRONMENTAL STUDIES AND DISASTER MANAGEMENT

- CO1.** Understand environmental crises and disaster management situations
- CO2.** Take lead in spreading environmental values and creating awareness among the public
- CO3.** Respond in a better way to a natural calamity or disaster and articulate environmental concerns using appropriate vocabulary

CG 1371 - TRANSLATION STUDIES

- CO1.** To appreciate Translation Studies as an independent academic discipline
- CO2.** To critically reflect on the process of translation and its types
- CO3.** To build a genuine interest and to focus on a career in the field of translation

SEMESTER IV

CG 1431 - LITERATURES OF TRAVEL AND TOURISM

- CO1.** Familiar with various forms of travel writing.
- CO2.** Able to effectively produce content using them.
- CO3.** Acquire language proficiency for professional opportunities and academic settings related to Travel and Tourism.

CG 1441 - 20TH CENTURY WORLD LITERATURE

- CO1.** Get acquainted with varied socio-cultural and political experiences and expressions.
- CO2.** Gain a theoretical grounding to read literatures in English from different regions and accept the fact that world literature is literature that gains in translation.
- CO3.** Learn to avoid homogenising cultures and languages and protect the diversity of languages and cultures present in literary works.

CG - 1442 - 20TH CENTURY MALAYALAM LITERATURE IN TRANSLATION

- CO1.** Discern the varied milieu of the development and growth of Malayalam literature and be sensitive to its socio-cultural and political implications.
- CO2.** Get a basic knowledge of the literary and the non-literary works produced in Malayalam and the politics of its plurality.



- CO3.** Sense the distinctness of the socio-cultural- political arena in which Malayalam literature developed.

CG - 1471 - LANGUAGE EDITING AND PUBLISHING

- CO1.** Students must be able to identify the different steps and stakeholders involved in the editorial process
- CO2.** Acquire a working knowledge of the mechanics of editing and proof reading and utilize the same on a practical level to create error-free, well edited texts
- CO3.** Be sensitized to the legal aspects involved in editing and publishing and find gainful employment in the editing and publishing industry

CG - 1472 - CONTENT WRITING

- CO1.** Understand what content writing is and attain an awareness of its scope.
- CO2.** Gain familiarity with various digital platforms and the formats of online publications.
- CO3.** Strengthen content writing skills through practice tasks and gain an awareness about style and specifications in digital media platforms.

EN 1411.3 - READINGS IN LITERATURE

- CO1.** Understand and appreciate literary discourse.
- CO2.** Look at the best pieces of literary writing critically.
- CO3.** Analyze literature as a cultural and interactive phenomenon.

SEMESTER V

CG - 1571 - THEATRE STUDIES

- CO1.** Develop a culture of theatre in students
- CO2.** Help students in applying theories and contexts in play texts
- CO3.** Enhance creativity in students by helping them in the production of a play

CG - 1541 FILM STUDIES

- CO1.** Recognize the language of films and use it creatively.
- CO2.** Analyze films from both technical and non-technical perspectives



- CO3.** Use film as a medium of communication and derive an interest in various careers related to film

CG - 1542 INDIAN LITERATURE

- CO1.** Trace the historical and literary genesis and development of Indian Writing in English
- CO2.** Comprehensive understanding of the major movements in Indian Writing in English across varied periods and genres
- CO3.** Address the plurality of literary and socio-cultural representations within Indian life as well as letters.

CG - 1543 - CRITICISM AND THEORY

- CO1.** Analyze and appreciate texts critically, from different perspectives and methodologies
- CO2.** Appreciate Indian Aesthetics and find linkages between Western thought and Indian critical tradition.
- CO3.** Gain a critical and pluralistic understanding and perspective of life

CG - 1572 - ENGLISH LANGUAGE TEACHING

- CO1.** Understand the theoretical basis of language teaching, and apply it to the actual teaching process
- CO2.** Be able to assess critically the implications of the various approaches, methods, techniques
- CO3.** Have the ability to develop material for teaching, to plan lessons and conduct them effectively

CG - 1573 - LANGUAGE FOR ADVERTISEMENT AND MARKETING

- CO1.** Prepare a primary advertising model
- CO2.** Application of skills.
- CO3.** To give students an appreciation of Advertising and Marketing Communications development focusing on the CLIENT's perspective

OPEN COURSE - CG1551.1 ENGLISH FOR COMMUNICATION

- CO1.** Learners majoring in some subject other than English will have a working knowledge of the type of English that is required in real life situations, especially the globalized workplace.
- CO2.** Well trained to write clear, well-framed, polite but concise formal letters and e-mails for a variety of purposes



- CO3.** Acquire some of the soft-skills that go hand in hand with English –namely, the ability to prepare for an interview and face it confidently, the ability to participate boldly a group discussion and contribute meaningfully to it, the ability to make a simple and interesting presentation of 5-10 minutes before a mixed audience on anything that they have learnt in the previous semesters of the UG programme

SEMESTER VI

CG 1642 - LINGUISTICS AND STRUCTURE OF ENGLISH LANGUAGE

- CO1.** Be able to analyse actual speech in terms of the principle of linguistics
- CO2.** Improve the accent and pronunciation of the language
- CO3.** Introduce the students to internationally accepted forms of speech and writing in English.

CG 1661.3 - ACADEMIC WRITING

- CO1.** Familiarize the students with the concepts of academic writing and basics of documentation
- CO2.** Provide hands-on experience in researching, organizing, drafting, and revising
- CO3.** Introduce the concept of ethics and the problems with plagiarism
- CO4.** Provide an introduction to research methodology

CG 1671 - SCREEN WRITING AND SUBTITLING

- CO1.** Understand the concepts and techniques of scriptwriting and subtitling
- CO2.** Undertake writing scripts to build a genuine interest in the field and focus on a career in screenwriting.
- CO3.** Analyse the audio-visual material provided and overcome the challenges in translating cultural symbols in the source language.

CG 1672 - PUBLIC RELATIONS AND CORPORATE COMMUNICATION

- CO1.** Produce effective, sensitive and ethical public relation and communication skills beneficial to the institution.
- CO2.** Conduct public relation campaigns through press releases and other interactive methods with special focus on corporate communication.
- CO3.** Help them find employment in the public/corporate sector.



CG 1641 - GENDER STUDIES

- CO1.** Analyse the ways in which gender, race, ethnicity class, caste and sexuality construct the social, cultural and biological experience of both men and women in all societies.
- CO2.** Interrogate the social constructions of gender and the limiting of the same in to the male & female binary in its intersections with culture, power, sexualities and nationalities
- CO3.** Recognize and use the major theoretical frames of analysis in gender studies in relation to the sustainable goals of development

CG 1643 PROJECT

- CO1.** Enriched with research aptitude.
- CO2.** Familiarised with the new vistas of research.
- CO3.** Advanced to a realm which offer them a platform in research.
- CO4.** Motivated with new thought patterns and directed to new fields of enquiry.



BACHELOR OF BUSINESS ADMINISTRATION

(2018 SYLLABUS)

COURSE OUTCOME



SEMESTER 1

EN1111.1:

ENGLISH

- CO1. To familiarize students with English sounds and phonemic symbols
- CO2. To enhance their ability in listening and speaking.
- CO3. Listen to lectures, public announcements and news on TV and radio.
- CO4. Engage in telephonic conversation.
- CO5. Communicate effectively and accurately in English.
- CO6. Use spoken language for various purposes

BM1121

ENVIRONMENTAL STUDIES

- CO1.** Acquire knowledge about the scope and importance of environmental studies, distinguishing between renewable and non-renewable resources and understanding their exploitation, with an emphasis on individual roles in conservation for sustainable lifestyles.
- CO2.** Demonstrate comprehension of ecosystem concepts, structures, and functions, as well as the interdependence of producers, consumers, and decomposers to analyze ecological pyramids, food chains, and food webs.
- CO3.** Evaluate the value and threats to biodiversity at global, national, and local levels and propose conservation strategies, differentiating between in-situ and ex-situ approaches, with a focus on India as a mega diversity nation.
- CO4.** To understand and address environmental pollution issues, including air, water, soil, marine, noise, thermal, nuclear hazards, and solid waste management, with an emphasis on individual responsibilities and pollution prevention.
- CO5.** Analyze social issues related to unsustainable development, incorporating urban problems, water conservation, and resettlement challenges to propose solutions for environmental ethics, climate change, and waste management, and understanding environmental legislation's significance and enforcement challenges.



FUNDAMENTALS OF MANAGEMENT

- CO1.** Students will be able to recall and define the fundamental concepts of management, including the levels of management, scientific management principles, and various schools of management thought .
- CO2.** Students will demonstrate their understanding of planning and decision-making processes, including different types of planning, decision-making techniques, and the application of Management by Objectives.
- CO3.** Students will organize information and demonstrate comprehension of organizational structures, both formal and informal, along with concepts such as delegation, decentralization, departmentation, and span of management.
- CO4.** Students will exhibit skills by illustrating a comprehensive understanding of staffing elements, including recruitment, selection, directing, motivation, leadership styles, communication, and controlling processes.
- CO5.** Students will explore and assess modern theories of management, specifically systems management school and situational approach, identifying emerging trends in management.

BM-1142

MANAGERIAL ECONOMICS

- CO1.** Understand the meaning and concept of Managerial Economics, and analyze the role of Managerial Economists in business decision-making through the application of demand analysis principles, including laws of demand, elasticity, and forecasting.
- CO2.** Analyze the production and cost aspects of business operations by examining production functions, cost and output relationships, short-run and long-run cost functions, and applying cost volume-profit analysis with a focus on economies of scale and their implications.
- CO3.** Explore different market structures and pricing strategies, including perfect competition, monopolistic competition, monopoly, oligopoly, and cartels, while critically evaluating theories such as J.S Bain's limit price, Sylos-Labini's, and Cyert and March's behavioral model, along with managerial theories of firms like Baumol's Sales Revenue Maximization and O. Williamson's Model on Managerial Enterprise.
- CO4.** Gain insights into the basic concepts of National Income, including GDP, GNP, NNP, per capita income, and economy growth rate, and understand the methods of estimating National Income, considering current and



constant prices, with a focus on the challenges of National Income estimation in India and the roles of NSSO and CSO.

- CO5.** Comprehend the budgetary and monetary aspects of economic management, covering concepts of plan and non-plan expenditure, fiscal deficit, revenue deficit, inflation types, and key monetary tools like bank rate, SLR, CRR, repo, reverse repo, and open market operations, while exploring the quantitative theories of money by Fischer, Keynes, Friedman, and Tobin.

BM1143

FINANCIAL ACCOUNTING

- CO1. Understand the fundamental principles of financial accounting, including the mechanics of preparing financial statements, through the application of accounting rules and the recording of transactions in various books, as evaluated through quizzes and assignments.
- CO2. Apply the knowledge gained in financial accounting to effectively prepare trading accounts, profit and loss accounts, and balance sheets for sole proprietorships, demonstrating competence in financial statement preparation and analysis.
- CO3. Demonstrate proficiency in interpreting and preparing financial statements for joint-stock companies in accordance with the Companies Act 2013, emphasizing an understanding of corporate annual reports and the complexities involved.
- CO4. Evaluate financial statements using various analysis techniques such as horizontal analysis, vertical analysis, and ratio analysis, allowing for the identification of financial trends and performance indicators in a business context.
- CO5. Develop an awareness and understanding of Indian Accounting Standards (IAS) and International Financial Reporting Standards (IFRS), exploring the concept, benefits, and procedures involved, as well as recognizing the challenges and obstacles in achieving harmonization and convergence.

BM 1131

STATISTICS FOR BUSINESS DECISIONS

- CO1.** Students will demonstrate knowledge and understanding of Measures of Central Tendency and Dispersion by applying statistical data analysis tools to



make effective business decisions, utilizing concepts such as mean, median, mode, and standard deviation.

- CO2.** Learners will analyze and interpret correlation data, distinguishing between types of correlation and applying methods such as scatter diagrams, Karl Pearson's Coefficient of Correlation, and Spearman's Rank Correlation coefficient, to comprehend the significance and causation in business contexts.
- CO3.** Students will differentiate between Regression and Correlation, applying linear regression and assessing standard error of estimates to analyze relationships between variables and predict outcomes in business decision-making scenarios.
- CO4.** Participants will comprehend the importance of Time Series analysis, examining the components of time series and utilizing methods like the Method of Least Squares to measure trends for effective decision-making in a business context.
- CO5.** Learners will construct and evaluate Index Numbers, demonstrating proficiency in addressing problems related to their construction, understanding weighted and unweighted methods, and assessing the adequacy of index numbers using techniques such as base shifting, splicing, and deflating.

SEMESTER 2

EN1211. 1 ENGLISH II

- CO1.** To familiarize students with different modes of general and academic writing.
- CO2.** To help them master writing techniques to meet academic and professional needs
- CO3.** To introduce them to the basics of academic presentation
- CO4.** To sharpen their accuracy in writing

BM 1221

E-COMMERCE AND CYBER-LAW

- CO1.** Students will recall the fundamental principles of the Internet, including protocols, web pages, HTML, and web browsing, as well as the advantages



and disadvantages of electronic mail, demonstrating knowledge acquisition in the domain of internet basics and communication technology.

- CO2.** Learners will analyze the various types of e-commerce, including internet shopping, advertising, and the use of social media for promotion, applying comprehension and critical thinking skills to understand the intricacies of electronic business transactions.
- CO3.** Participants will demonstrate understanding and application of electronic payment systems, including internet banking, e-cash, digital signatures, and debit/credit card systems, illustrating their ability to synthesize information and apply concepts related to financial transactions in the digital realm.
- CO4.** Students will design an online business application, incorporating components of e-business and utilizing Google SITES free resources for website development, showcasing creative problem-solving skills and the ability to create a functional online platform for sales promotion.
- CO5.** Learners will analyze and evaluate cyber law and security concepts, including public policy issues, privacy protection, intellectual property rights, data encryption/decryption, cybercrimes, viruses, firewalls, and antivirus software, demonstrating higher-order thinking skills to assess the legal and security aspects of e-commerce and digital technology.

BM 1241

MARKETING MANAGEMENT

- CO1.** Understand the fundamental concepts and evolution of marketing, including the various marketing concepts and the impact of the marketing environment, assessed through a comprehensive examination.
- CO2.** Apply the principles of segmentation, targeting, and positioning to consumer markets, distinguishing the differences between these concepts and their relevance in marketing strategy, evaluated through a case study analysis.
- CO3.** Analyze and formulate product and pricing decisions, including the product life cycle, branding, and packaging, as well as pricing determinants and methods, demonstrated through a detailed marketing plan project.
- CO4.** Evaluate the components of the promotion mix, comprehend factors influencing promotional tools, and demonstrate knowledge of marketing channels, assessed through a simulated marketing campaign.
- CO5.** Demonstrate an understanding of the unique characteristics of services and devise marketing strategies for service firms using the 7Ps framework, evaluated through a service marketing case study presentation.



BM-1242

HUMAN RESOURCE MANAGEMENT

- CO1.** Understand the foundational principles of Human Resource Management, differentiating between Personnel Management and Human Resource Management to recall and define key concepts and approaches to HRM.
- CO2.** Apply the cognitive skills acquired through to analyze the processes of Human Resource Planning, including job analysis, description, and design, and evaluate the significance of recruitment, selection procedures, interview techniques, induction, and placement.
- CO3.** By implementing an understanding of Training and Development methods, recognizing their importance, and distinguishing between various types of management development.
- CO4.** Evaluate and critique Performance Appraisal and Compensation systems to assess their meaning, objectives, processes, and methods, while also exploring different wage systems, incentive plans, profit sharing, and fringe benefits.
- CO5.** To formulate and justify strategies for Development Initiatives, including workers' participation in management, team building, collective bargaining, addressing absenteeism and turnover, and understanding Quality of Work Life (QWL) concepts such as Quality Circles and Outsourcing.

BM 1243

FINANCIAL MANAGEMENT

- CO1.** Understand the foundational principles of financial management, including the concepts of profit maximization, wealth maximization, time value of money, and risk and return
- CO2.** Analyze and evaluate the significance of cost of capital, capital structure theories, and optimal capital structure to assess the impact of explicit and implicit costs on financial decision-making.
- CO3.** To assess capital budgeting techniques, including payback period, accounting rate of return, net present value, internal rate of return, and profitability index method, for effective business decision-making in financial management.
- CO4.** Demonstrate proficiency in analyzing dividend decisions, dividend policies, and various dividend theories such as Walters model, Gordon model, and MM hypothesis to propose strategic approaches to dividend management.



- CO5.** To comprehend and manage working capital, including the operating and cash cycle, sources of working capital, and effective cash, receivable, and inventory management strategies, contributing to informed decision-making in financial management.

BM 1231

BUSINESS REGULATORY FRAME WORK

- CO1.** Understand and apply the foundational principles of the law of contracts, including the essential elements, classifications, and remedies for breach
- CO2.** Evaluate and analyze the legal concepts related to surety, guarantee, bailment, pledge, and agency, applying the knowledge acquired to assess rights, duties, and liabilities in various business scenarios, thereby demonstrating a synthesis of information
- CO3.** Demonstrate a comprehensive understanding of the Sale of Goods Act, Consumer Protection Act, and their implications on business transactions, by critically evaluating and interpreting legal provisions.
- CO4.** Analyze and interpret the regulatory framework of the Consumer Protection Act, including the rights of consumers, dispute resolution mechanisms, and related legislation such as the National Food Security Act, 2013, showcasing an application of knowledge and judgment .
- CO5.** Evaluate the implications of the Goods and Services Tax (GST) on business operations in India, demonstrating an ability to analyze the evolution, objectives, features, and challenges of GST, and applying this knowledge to assess the applicability of CGST and SGST.

SEMESTER 3

BM 1341

BUSINESS ENVIRONMENT AND POLICY

- CO1.** Understand the concepts, types, and significance of business environment through analyzing its internal and external components
- CO2.** Evaluate the economic environment's elements, systems, and policies, including Industrial Policies, Fiscal Policy, Monetary Policy, and Exim Policy
- CO3.** Analyze the political, legal, and technological aspects of the business environment in India, including FEMA, SEBI, and Intellectual Property Rights



- CO4.** Assess the socio-cultural sectors and Corporate Social Responsibility (CSR), incorporating the understanding of social instructions, systems, values, and attitudes
- CO5.** Examine the global environment, exploring the nature of globalization, multinational corporations, and international collaborations like GATT/WTO

BM 1342

CORPORATE REGULATIONS

- CO1.** Students will demonstrate comprehension of the Companies Act 2013 and its application through analyzing the meaning, characteristics, and types of companies, as well as the legal aspects of corporate veil and pre-incorporation contracts.
- CO2.** Learners will apply knowledge of corporate regulations by evaluating the significance, clauses, and procedures of Memorandum and Articles of Association, and distinguishing between them, considering doctrines such as Ultra Vires and Constructive Notice.
- CO3.** Participants will showcase their understanding of company management and administration by analyzing the appointment, powers, liabilities, and removal of directors, as well as demonstrating knowledge of different types of meetings, motions, and resolutions.
- CO4.** Students will demonstrate proficiency in the application of winding-up procedures for companies, distinguishing between modes such as tribunal and voluntary winding up, and comprehending the roles, duties, and functions of liquidators.
- CO5.** Participants will exhibit awareness and understanding of intellectual property rights, including classifications, features of patents, trademarks, copyrights, geographical indications, trade secrets, and the implications of WIPO-TRIPS, as well as emerging trends and issues in intellectual property, particularly in the context of MSMEs and plagiarism.

BM 1343

COST AND MANAGEMENT ACCOUNTING

- CO1.** Demonstrate an understanding of the foundational concepts, nature, and objectives of cost accounting and management accounting, distinguishing them from financial accounting, and apply this knowledge in the preparation of cost sheets.



- CO2.** Analyze cost behavior, differentiate between fixed and variable costs, and employ marginal costing techniques, including break-even analysis, to assess managerial uses, calculate PV ratio, margin of safety, and construct break-even charts.
- CO3.** Apply financial statement analysis techniques, including comparative and common size income statements, balance sheets, trend analysis, and ratio analysis, to interpret financial statements, evaluate liquidity, profitability, solvency, and activity ratios, and recognize the limitations of financial statements.
- CO4.** Demonstrate proficiency in preparing fund flow statements, understanding their uses, and developing schedules of changes in working capital, while distinguishing the differences between fund flow and cash flow statements, and proficiently preparing cash flow statements.
- CO5.** Apply budgetary control principles by understanding budgeting, creating functional budgets, developing master budgets, and preparing cash budgets and flexible budgets to effectively manage financial resources and enhance decision-making processes.

BM 1344

FINANCIAL SERVICES

- CO1.** Understand the components and functions of the financial system, including financial markets, money market, capital market, financial instruments, institutions, and financial services, through a comprehensive exploration and analysis.
- CO2.** Evaluate fund-based financial services such as lease financing, hire purchase finance, consumer credit, factoring, forfaiting, bills discounting, housing finance, insurance, and venture capital financing, emphasizing their relevance and impact on the financial landscape.
- CO3.** Analyze non-fund/fee-based advisory services, including merchant banking, project advisory services, custodian services, credit rating, mergers and acquisitions, capital restructuring services, safe custody services, stock broking, depositories, and mutual funds, fostering a deeper understanding of their roles and implications.
- CO4.** Examine banking products and services, including deposit and loan products, working capital finance, project finance, and retail banking channels, employing critical thinking skills to assess their applications and significance in the financial sector.



- CO5.** Evaluate the various types of insurance products and services, distinguishing between life and general insurance, and analyze their specific categories such as life marine, fire, medical, and general insurance, to comprehend the intricacies of the insurance sector.

ELECTIVE COURSE

BM 1361.2

CONSUMER BEHAVIOUR

- CO1.** Understand the components and functions of the financial system, including financial markets, money market, capital market, financial instruments, institutions, and financial services, through a comprehensive exploration and analysis.
- CO2.** Evaluate fund-based financial services such as lease financing, hire purchase finance, consumer credit, factoring, forfaiting, bills discounting, housing finance, insurance, and venture capital financing, emphasizing their relevance and impact on the financial landscape.
- CO3.** Analyze non-fund/fee-based advisory services, including merchant banking, project advisory services, custodian services, credit rating, mergers and acquisitions, capital restructuring services, safe custody services, stock broking, depositories, and mutual funds, fostering a deeper understanding of their roles and implications.
- CO4.** Examine banking products and services, including deposit and loan products, working capital finance, project finance, and retail banking channels, employing critical thinking skills to assess their applications and significance in the financial sector.
- CO5.** Evaluate the various types of insurance products and services, distinguishing between life and general insurance, and analyze their specific categories such as life marine, fire, medical, and general insurance, to comprehend the intricacies of the insurance sector.

SEMESTER 4

BM 1441

ENTREPRENEURSHIP DEVELOPMENT

- CO1.** Understand the concept and importance of entrepreneurship by defining entrepreneurship, exploring its role in economic development, and



identifying various types of entrepreneurs through the application of knowledge

- CO2.** Analyze the characteristics, advantages, and disadvantages of Micro-Small-Medium (MSME) Enterprises, evaluate the role of MSMEs in developing countries, and outline steps for starting and managing such enterprises, applying comprehension and evaluation skills
- CO3.** Evaluate the phases of Entrepreneurial Development Programs (EDP) in India, critically assess government policies, and compare and contrast different promotional agencies, demonstrating analysis and synthesis skills
- CO4.** Examine financing options for entrepreneurship, including bridge capital, seed capital assistance, and various institutional roles, applying knowledge to analyze causes and remedies for financial issues in entrepreneurial development
- CO5.** Develop a comprehensive understanding of project management by classifying projects, analyzing their life cycles, conducting feasibility and financial analyses, and preparing project reports, integrating knowledge and skills for project implementation

BM 1442

BUSINESS ETHICS AND CORPORATE GOVERNANCE

- CO1.** Understand the concepts and scope of Business Ethics, including its benefits, sources, and the various factors influencing it, through analysis and application of relevant philosophical, cultural, and legal systems
- CO2.** Evaluate the importance of ethical values in the corporate sector, examining the features, types, and personal values of the workforce, while also considering the role of Ethics Committees
- CO3.** Apply knowledge of culture and organizational culture components to analyze and contribute to building and maintaining ethical organizational cultures, addressing challenges such as managing cultural diversity
- CO4.** Assess the concept and strategies of Corporate Social Responsibility (CSR) in business, including the rationale and implementation models like Ackerman's, promoting critical thinking and ethical decision-making
- CO5.** Examine the history, development, and principles of Corporate Governance, integrating global and Indian perspectives, analyzing the SEBI-Clause 49, and understanding the role of Independent Directors in promoting effective corporate governance



BM 1443

OPERATIONS MANAGEMENT

- CO1.** Students will be able to analyze the historical contributions and the system view of Operations Management, demonstrating a comprehensive understanding of its meaning, importance, and functions.
- CO2.** Students will develop the ability to evaluate and select appropriate production and operations technology, including product design, process selection, and various types of manufacturing systems, applying critical thinking skills in decision-making.
- CO3.** Through a deep understanding of production planning and control, students will be able to demonstrate competency in developing aggregate planning, master production schedules, and capacity requirement planning techniques, while recognizing and solving problems in Material Requirement Planning (MRP) and Capacity Requirement Planning (CRP).
- CO4.** Students will acquire proficiency in materials management, including functions, material planning and budgeting, value analysis, and inventory control systems, applying knowledge to manage inventory effectively through various approaches such as JIT and KANBAN.
- CO5.** By comprehending the principles of Total Quality Management, Statistical Quality Control, and Six Sigma, students will be capable of applying quality assurance concepts, understanding ISO Quality Certifications, and participating in quality improvement initiatives like Quality Circles.

BM 1444

SKILL ENHANCEMENT & EMPLOYABILITY ORIENTATION

- CO1.** Develop self-regulation and enhance academic performance through personal SWOT analysis, fostering self-esteem, self-efficacy, self-control, and self-monitoring, while incorporating emotional, intellectual, and spiritual intelligence and cultivating effective study habits, stress management techniques, and observation skills.
- CO2.** Master effective oral communication skills by grasping communication fundamentals, demonstrating interpersonal and intrapersonal competence, excelling in team collaboration, public speaking, and debate, and actively participating in group discussions and meetings, while understanding the dynamics and arrangements of different types of meetings.
- CO3.** Perfect written communication skills by mastering the principles of effective writing and crafting various types of letters, reports, memos, and



correspondence, ensuring proficiency in informal and formal communication formats.

- CO4.** Exhibit self-management and uphold standards of conduct by overcoming communication barriers, handling conflicts assertively, acquiring etiquette knowledge for diverse situations (including mobile phone, telephone, e-mail, dressing, interview, and office etiquette), and emphasizing personal grooming.
- CO5.** Foster self-motivation, critical and creative thinking, and problem-solving skills, while understanding the evolving job market, meeting employer expectations, and navigating the job search and selection process, including CV writing, body language, dress code, group discussions, and interviews, culminating in awareness of various interview types and preparation for exit interviews.

ELECTIVE COURSE

BM 1461.2

ADVERTISING AND SALES PROMOTION

- CO1.** Students will analyze and evaluate the integrated marketing communication mix, distinguishing between advertising, personal selling, sales promotion, publicity, and public relations
- CO2.** Learners will create and assess advertising campaigns, incorporating the concepts of creativity, advertising appeals, copywriting, and media planning
- CO3.** Participants will formulate advertising budgets and assess effectiveness, applying various budgeting methods and measuring effectiveness through pre-testing and post-testing methods.
- CO4.** Students will examine the dynamics of advertising business, distinguishing types of advertising agencies, analyzing agency-client relationships, and addressing social, moral, and ethical issues in advertising.
- CO5.** Participants will appraise the objectives and functions of sales management, scrutinize various sales promotion tools, and analyze the relationship between sales promotion and advertising.



SEMESTER 5

BM 1541

QUANTITATIVE TECHNIQUES FOR MANAGEMENT

- CO1.** Develop mathematical models for managerial decision situations using linear programming, emphasizing the formulation and economic interpretation of problems
- CO2.** Analyze and solve transportation problems through various methods, including N.W. Corner Rule and Hungarian Method, demonstrating the ability to evaluate and choose appropriate techniques
- CO3.** Demonstrate proficiency in constructing network diagrams, performing critical path analysis, and understanding float and slack, showcasing the application of project management concepts
- CO4.** Apply decision theory principles, such as Pay Off Table and Markov Chains, to predict future market shares and equilibrium conditions, illustrating advanced problem-solving skills
- CO5.** Apply probability concepts, including the theorems of addition and multiplication, conditional probability, Bayes' Theorem, and probability distributions, with an emphasis on understanding and interpreting characteristics like expectation and variance

BM 1542

RESEARCH METHODOLOGY

- CO1.** Understand the fundamental concepts and classifications of social science research, including types of research, research processes, and the significance of various research methodologies
- CO2.** Apply critical thinking skills to identify research problems, review literature, formulate hypotheses, and design research studies, demonstrating competence in problem-solving and analysis.
- CO3.** Demonstrate proficiency in data collection techniques, including recognizing sources of data, choosing appropriate tools, and understanding sampling methods, illustrating application and evaluation skills.
- CO4.** Utilize statistical tools and techniques for data analysis, comprehend the concepts of descriptive and inferential statistics, and interpret analyzed data, showcasing competence in synthesis and evaluation.



- CO5.** Effectively communicate research findings through the preparation of research reports, demonstrating advanced cognitive skills in organization, presentation, and adherence to referencing styles such as APA format.

BM 1543

INVESTMENT MANAGEMENT

- CO1.** Develop an understanding of the investment process, including the meaning, objectives, and factors affecting investment, through the application of foundational concepts in Security Analysis and Portfolio Management.
- CO2.** Evaluate and differentiate between various investment avenues, such as shares, debentures, bonds, and comprehend the structure and functions of the capital market, integrating higher-order thinking skills.
- CO3.** Analyze and classify financial derivatives, including forwards, futures, options, and swaps, while applying knowledge and understanding of the Indian derivative markets and their regulatory framework.
- CO4.** Demonstrate a comprehensive understanding of the regulation of the capital market in India, particularly the role and functions of SEBI, through the application and synthesis of knowledge.
- CO5.** To assess and implement portfolio management strategies, incorporating security analysis techniques, fundamental analysis, EIC framework, and technical analysis within the phases of portfolio management.

ELECTIVE COURSE

BM1511.2

CUSTOMER RELATIONSHIP MANAGEMENT

- CO1.** Students will define and differentiate between relationship marketing and Customer Relationship Management (CRM), demonstrating an understanding of CRM concepts and the Four C's of CRM process.
- CO2.** Students will analyze and evaluate customer retention strategies, including behavior prediction, customer profitability modeling, and channel optimization, while assessing the impact of CRM on customer service, call centers, and web-based self-service.
- CO3.** Students will design and evaluate sales force automation processes, incorporating e-CRM technologies, such as voice portals and web phones, and analyze the Six E's of e-CRM, demonstrating an understanding of CRM in



the context of Enterprise Resource Planning and Partner Relationship Management.

- CO4.** Students will examine Analytical CRM, focusing on data management, ethics, legalities, and concepts of data warehousing and data mining, demonstrating the ability to critically analyze and manage customer information databases.
- CO5.** Students will develop and implement CRM strategies, choose appropriate CRM tools, and critically assess CRM practices in various industries, including Banking, Hospitality, and Health care, demonstrating a comprehensive understanding and ability to manage customer relationships effectively.

SEMESTER 6

BM 1641

MANAGEMENT INFORMATION SYSTEM

- CO1.** Students will demonstrate comprehension of the basic aspects of Management Information System, including the distinction between data and information, and recognize the characteristics, importance, and scope of MIS.
- CO2.** Students will be able to identify and categorize different types of systems within MIS, such as Operations Support Systems, Transaction Processing Systems, and Decision Support Systems, and articulate the components of Decision Support Systems, including Process Control Systems, Executive Support System, Formal and informal Systems, and Expert Systems.
- CO3.** Students will evaluate and compare traditional and modern approaches to Database Management Systems, comprehend the database hierarchy and structure, identify types of database users, and design a Database Management System.
- CO4.** Students will assess the significance of System Analysis and Design, including the prototyping approach, conceptual and detailed MIS design, System Development Life Cycle, system testing, and the implementation of MIS
- CO5.** Students will develop an understanding of security and ethical issues in MIS, analyzing control issues, security hazards, and technical solutions for privacy protection.



BM 1642

INTERNATIONAL BUSINESS

- CO1.** Understand the concept of international business, including its meaning, modes, scope, and importance, through the analysis of its various dimensions, such as economic, political, legal, cultural, and technological factors
- CO2.** Evaluate and compare methods of entry into international markets, including licensing, franchising, joint ventures, acquisitions, and strategic alliances, and analyze the challenges and prospects faced by Indian companies aiming to become global players
- CO3.** Apply knowledge of export-import procedures, documentation, and financial aspects, including terms of export-import orders, documentary bills, letters of credit, and balance of payments, to navigate international business transactions effectively
- CO4.** Analyze and assess the role of international financial organizations and marketing strategies, such as UNO, WTO, IMF, World Bank, ADB, IFC, UNCTAD, IDA, and IBRD, as well as international marketing strategies.
- CO5.** Critically evaluate the globalization of Indian business, examining India's competitive advantage in specific industries like IT, textiles, and GEMS jewelry, while considering India's strengths and weaknesses in international business, and analyzing trade and non-trade barriers.

BM 1643

STRATEGIC MANAGEMENT

- CO1.** Develop a foundational understanding of strategic management concepts, including the meaning, features, and the strategic management process
- CO2.** Construct a strategic hierarchy by comprehending and applying the concepts of vision, mission, business definition, goals, and objectives, utilizing environmental and organizational appraisal tools.
- CO3.** Formulate various business strategies, such as stability, growth, diversification, turnaround, divestment, and operational strategies, while employing Gap Analysis and BCG Matrix.
- CO4.** Implement strategic decisions by understanding corporate restructuring, mergers & acquisitions, joint ventures, strategic alliances, and the behavioral aspects of leadership.



- CO5.** Demonstrate proficiency in strategic control through operational control techniques, utilizing tools for evaluation and analysis, and understanding the strategies of multinational corporations.

ELECTIVE COURSE

BM 1661. 2

RETAIL MANAGEMENT

- CO1.** By the end of the course, students will analyze and evaluate the scope and functions of retailing, demonstrating comprehension of the conceptual aspects of retail marketing management.
- CO2.** Students will apply strategic retail planning processes and site selection analysis to develop effective retail plans and locations in diverse scenarios.
- CO3.** Upon completion, students will create and design retail spaces, incorporating visual merchandising principles, atmospherics, and pricing strategies.
- CO4.** Participants will analyze and assess the significance of supply chain management and retail logistics, including the evolution, CPFR, and the importance of information.
- CO5.** By the end of the course, students will synthesize and evaluate retail promotion strategies, including sales promotion, promotion mix, and technology's role in retail, demonstrating a comprehensive understanding of the ethical considerations and emerging trends in retailing.

ELECTIVE COURSE

BM 1661.5 BUSINESS COMMUNICATIONS

- CO1.** By the end of the course, students will be able to analyze the significance of business communication and identify various methods and types of communication
- CO2.** Students will be able to differentiate between various types of written business communication, such as letters, inquiries, offers, orders, complaints, and effectively apply appropriate layouts
- CO3.** Upon completion of the course, students will be proficient in drafting bank correspondence, including interactions between company secretaries, shareholders, and directors, applying critical thinking skills
- CO4.** students will be able to evaluate the importance and components of communication through reports, particularly annual reports, demonstrating analytical skills in understanding organizational communication.



- CO5.** Students will demonstrate proficiency in internal communication methods, such as short speeches, memos, circulars, and the utilization of various communication media like intercom, fax, and internet



BACHELOR OF BUSINESS ADMINISTRATION

(2022 Syllabus)

COURSE OUTCOME



SEMESTER 1

EN1111.1

ENGLISH I

- CO1. To familiarize students with English sounds and phonemic symbols
- CO2. To enhance their ability in listening and speaking.
- CO3. Listen to lectures, public announcements and news on TV and radio.
- CO4. Engage in telephonic conversation.
- CO5. Communicate effectively and accurately in English.
- CO6. Use spoken language for various purposes.

BM 1121

ENVIRONMENTAL STUDIES

- CO1. Understand the various natural resources and its depletion.
- CO2. Acquire knowledge on the eco system.
- CO3. Learn about the bio diversity and its relevance.
- CO4. Understand the pollution issues and
- CO5. Assimilate the human issues in environment and understand the contemporary issues affecting the Sustainability of environment and its remedial measures.

BM 1141

FUNDAMENTALS OF MANAGEMENT

- CO1. Understand the fundamentals concept of management and emerging trends in management.
- CO2. Know about the scientific management and schools.
- CO3. Learn the concepts and competence of planning and MBO.
- CO4. Acquire the knowledge of Organization and Decision-making process.
- CO5. Understand the importance of effectiveness of staffing, directing & controlling.

BM 1142

MANAGERIAL ECONOMICS

- CO1. Knowing the role & responsibilities of Managerial Economists and understand the determinants of elasticity and apply the concepts of price, cross and income elasticity of demand.



NSM CHERTHALA

NSM CHERTHALA

NSM CHERTHALA

NSM CHERTHALA

NSM CHERTHALA

- CO2.** Understand and estimate the production function and practical applications of cost functions.
- CO3.** Identify the phases of the business cycle and the problems caused by cyclical fluctuations in the market economy.
- CO4.** Understand different market structure.
- CO5.** Explain the concept of national income and its measurement using different approaches.
- CO6.** Understand the basic concepts of budget, monetary and fiscal policies of India.

BM 1143

FINANCIAL ACCOUNTING

- CO1.** Learn fundamental aspects of accounting.
- CO2.** Acquire accounting knowledge from Journal to Finalaccounts.
- CO3.** Learn the preparation of financial statement.
- CO4.** Acquire the latest updates on financial knowledge and practice.
- CO5.** Develop the financial management skills.
- CO6.** Enable the students to acquire accounting skills.

BM 1131

STATISTICS FOR BUSINESS DECISIONS

- CO1.** Understand the basic concept of statistics.
- CO2.** Obtain the knowledge about various statistical tools like correlation and regression.
- CO3.** Learn the Time series and its uses.
- CO4.** Acquire more idea about the application of statistics.
- CO5.** Become skilled at and apply the index numbers.

SEMESTER 2

EN1211.1

ENGLISH II

- CO1.** To familiarize students with different modes of general and academic writing.
- CO2.** To help them master writing techniques to meet academic and professional needs
- CO3.** To introduce them to the basics of academic presentation
- CO4.** To sharpen their accuracy in writing



BM 1221

E-COMMERCE AND CYBER LAWS

- CO1. Understand the basic concept of internet.
- CO2. Obtain the knowledge about E-commerce and its application.
- CO3. Comprehend the use and application of e-business.
- CO4. Acquire the knowledge about the avenues of e-banking.
- CO5. Gain information about cyber law and cyber security.

BM 1241

MARKETING MANAGEMENT

- CO1. Gain knowledge about the basic concepts of marketing.
- CO2. Put on better understanding of segmentation, targeting and positioning.
- CO3. Know about the concepts of product and pricing.
- CO4. Understand the concepts of sales promotion and distribution gets familiarity and better understanding.
- CO5. Identify the concepts of marketing of services and its strategies.

BM 1242

HUMAN RESOURCE MANAGEMENT

- CO1. Recognise the role human resources management as a functional area.
- CO2. Equip with tools and techniques in human resource planning and procurement.
- CO3. Familiarise with methods of HRD.
- CO4. Enable the evaluation of employee performance and design reward system.
- CO5. Gain insight on world class HR practices.

BM1243

FINANCIAL MANAGEMENT

- CO1. Understand the student about the importance and objectives of financial management.
- CO2. Calculate the cost of capital and to arrive at the optimum capital structure.
- CO3. Know about the Time Value of Money and measure the profitability and feasibility of a project.
- CO4. Determine the impact of different dividend decisions and policies.
- CO5. Manage cash, inventory and debtors using working capital management techniques.



BM 1231

BUSINESS REGULATORY FRAME WORK

- CO1. understand the essential elements of Indian Contract Act 1872
- CO2. Impart the knowledge of contract of sales, indemnity and bailment.
- CO3. Know about Sale of Goods Act.
- CO4. Understand be concept of Consumer protection Act
- CO5. Acquire the knowledge of GST

SEMESTER 3

BM 1341

BUSINESS ENVIRONMENT AND POLICY

- CO1. Understand the various factors that may have an impact on business
- CO2. Identify various internal and external factors of the business that determine the success of a business
- CO3. Analyse the impact of various factors through different environmental scanning tools
- CO4. Distinguish the operation in the domestic and global business environment.

BM 1342

CORPORATE REGULATIONS

- CO1. Get knowledge about the basics of company regulations.
- CO2. Understand the students with respect to important documents of the company.
- CO3. Study more about the management and administration of companies.
- CO4. Obtain knowledge in winding up and its legal procedures.
- CO5. Learn IPR and Partnership type of organization.

BM 1343

COST AND MANAGEMENT ACCOUNTING

- CO1. Understand the concept of cost and cost accounting.
- CO2. Familiar with various cost control techniques.
- CO3. Know about the analysis and interpretation of financial statements.
- CO4. Understand the way of preparing fund flow and cash flow statements.
- CO5. Familiar with budgetary control technique.



BM 1344

FINANCIAL SERVICES

- CO1.** Distinguish primary and secondary market of Indian financial system.
- CO2.** Understand the significance of both fund based and non-fund based financial services
- CO3.** Get an overall idea about the banking sector
- CO4.** Get a thorough understanding of various insurance products in the country

BM 1361.2

CONSUMER BEHAVIOUR

- CO1.** Familiarise with basic concepts of consumer behaviour and consumer research process.
- CO2.** Understand more about the buying behaviour.
- CO3.** Develop knowledge on decision making process.
- CO4.** Gain the ability to segment the market suitable to the business.
- CO5.** Know the post purchase behaviour and market regulation

SEMESTER 4

BM 1441

ENTREPRENEURSHIP DEVELOPMENT

- CO1.** Understand about entrepreneurship, its roles and different classifications of Entrepreneurs.
- CO2.** Discuss the role of MSME in developing countries
- CO3.** Classify the various sources of business finance and identify the different institutions that supporting entrepreneurs.
- CO4.** Understand about the roles and responsibilities of a project manager
- CO5.** Discriminate the benefits of delivering the project identification and selecting the successful project with the various guidelines issued by the authorities.

BM 1442

BUSINESS ETHICS AND CORPORATE GOVERNANCE

- CO1.** Describe the concept of Business Ethics and the various factors influencing Business Ethics
- CO2.** Explain in detail about Ethical values and Ethics Committee
- CO3.** Discuss about culture, organisation culture and cultural diversity
- CO4.** Describe the concept of Corporate Social Responsibility of Business



- CO5.** Discuss the concept of Corporate Governance and Summarise the codes of Corporate Governance in India.

BM 1443

OPERATIONS MANAGEMENT

- CO1.** Recognise the role of operations function
- CO2.** Apply appropriate tools for product, process and layout design and job design.
- CO3.** Facilitate decision making regarding location selection and scheduling of activities.
- CO4.** Apply control mechanisms through quality management and inventory control.
- CO5.** Familiarise with world class operations practices.

BM 1444

SKILL ENHANCEMENT & EMPLOYABILITY ORIENTATION

- CO1.** Expose learners to variety of texts to interact with them
- CO2.** Capability to increase learners to visualize texts and its reading formulae.
- CO3.** Develop a more humane and service-oriented approach to all forms of life around them.
- CO4.** Improvement in their communication skills for larger academic purposes and vocational purposes
- CO5.** Become critical participants in their everyday business life

BM 1461.2

ADVERTISING AND SALES PROMOTION

- CO1.** Understand the concept of Marketing Communication.
- CO2.** Get aware of the function of Advertising, principles of advertising layout and campaign,
- CO3.** media planning.
- CO4.** Familiar with Advertising Budget, advertising effectiveness.
- CO5.** Understand the concept of advertising business, advertising agency related functions.



SEMESTER 5

BM 1541

QUANTITATIVE TECHNIQUES FOR MANAGEMENT

- CO1.** Understand the concept of Quantitative Techniques and OR.
- CO2.** Understand the mechanism to select an optimum solution with profit maximization.
- CO3.** Formulate a real-world problem as a mathematical programming approach and linear programming.
- CO4.** Application of how to reduce the cost under transportation and learn to increase the managerial responsibility for operations tasks.
- CO5.** Determine critical path analysis to solve real life project scheduling time and timely delivery and use CPM and PERT for timely project scheduling projects execution and completion. Learn to increase the managerial responsibility for operations tasks.

BM 1542

RESEARCH METHODOLOGY

- CO1.** Understand various types of research and to identify the process of Research.
- CO2.** Develop a good Research Design.
- CO3.** Know about various Sampling techniques.
- CO4.** Comprehend and use SPSS package for data analysis.
- CO5.** Prepare a research report.

BM 1543

INVESTMENT MANAGEMENT

- CO1.** Understand various investment avenues and the process of investment.
- CO2.** Capture a clear idea on the working of money market and capital market operations and stock market mechanisms.
- CO3.** Distinguish different types of derivative market operations and the role of SEBI in the Indian stock market.
- CO4.** Create different portfolios to maximize the profitability and minimize the risk

BM 1561.2

CUSTOMER RELATIONSHIP MANAGEMENT

- CO1.** Understand the Basics of Relationship Marketing and CRM.
- CO2.** Study application of information technology in CRM and customer service
- CO3.** Know more about E-CRM, sales force automation and CRM architecture.
- CO4.** Understand about analytical CRM.



- CO5.** Understand the concept CRM implementation. CRM practices of various services sectors in India.

BM 1551.1

PROJECT MANAGEMENT

- CO1.** Understand the stages in project cycle.
- CO2.** Comprehend the appraisal and feasibility report of the project.
- CO3.** Know various traditional and modern evaluation techniques of project appraisal.
- CO4.** Prepare the Project report as per the norms prevailing.
- CO5.** Understand the functions and schemes of various institutional finance avenues

BM 1551.2

FUNCTIONAL MANAGEMENT

- CO1.** Understand various functions of Management.
- CO2.** Identify factors influencing Plant location and select an appropriate plant site
- CO3.** Comprehend the Scope and Functions of Marketing Management.
- CO4.** Know various HR management techniques.
- CO5.** Analyse Financial decisions and suggest investment options

BM 1551.3

STRATEGIC MANAGEMENT

- CO1.** Understand growing importance of strategies in uncertain business environment.
- CO2.** Understand the basic concept of business strategy.
- CO3.** Identify and evaluate different alternative strategies for effective decision making.
- CO4.** Analyze strategy implementation alternatives for effective decision making.
- CO5.** Illustrate the strategic requirements and correlation between business plans with strategic plans.

BM 1551.4

FUNDAMENTALS OF FINANCIAL ACCOUNTING

- CO1.** Understand the basic concepts of Accounting.
- CO2.** Conceive ideas for preparation of journal and ledger books.
- CO3.** Get acquaintance for preparing cash book.
- CO4.** Know the way of preparing trial balance.
- CO5.** Get inspiration in preparing final accounts



SEMESTER 6

BM 1641

MANAGEMENT INFORMATION SYSTEM

- CO1.** Understand the basic concepts and technologies of a computer system which support the management information system.
- CO2.** Discuss the processes of developing and implementing information systems.
- CO3.** Understand how various information systems like DBMS work together to accomplish the information objectives of an organization
- CO4.** Understand the various techniques for system analysis and design
- CO5.** Explain the role of the ethical, social, and security issues of information systems

BM 1642

INTERNATIONAL BUSINESS

- CO1.** Explain the concepts in international business with respect to foreign trade/international business
- CO2.** Evaluate various modes of entry into international business and should be able to select the best mode of entry given a situation.
- CO3.** Explain the export import procedures and the various documents required
- CO4.** Discuss the various International Financial Organisations and the marketing strategies for expansion and balanced growth of international trade
- CO5.** Discuss the International Business concepts with functioning of global trade.

BM 1643

STRATEGIC MANAGEMENT

- CO1.** Describe the strategic management process to analyse and improve organizational performance.
- CO2.** Discuss the internal capabilities and external opportunities of the organisation.
- CO3.** Summarize the different types of strategies and identify the suitable strategies for the business activities.
- CO4.** Describe the implementation plans to execute those strategies.
- CO5.** Explain the evaluation criteria's and the various control process.

BM 1661.2

RETAIL MANAGEMENT



- CO1.** Comprehend the concept of retailing its trend and ethics.
- CO2.** Understand the conceptual framework of Retail planning and location.
- CO3.** Develop a deep insight on store management and visual merchandising.
- CO4.** Learn the need and importance of SCM and retail logistics.
- CO5.** Design effective pricing and promotional strategies for retail organizations.

BM 1661.5

BUSINESS COMMUNICATION

- CO1.** Understand the basics and barriers of communication.
- CO2.** Get in touch with various types and tools of communication
- CO3.** Develop communication skill with various officers and institutions.
- CO4.** Comprehend the way of communication.
- CO5.** Know about various internal and external communication modes.



BACHELOR OF COMPUTER APPLICATION

(2018 SYLLABUS)

COURSE OUTCOME



SEMESTER 1

EN1111.4: SPEAKING AND LISTENING SKILLS

- CO1.** To familiarize students with English sounds and phonemic symbols
- CO2.** To enhance their ability in listening and speaking.
- CO3.** Listen to lectures, public announcements and news on TV and radio.
- CO4.** Engage in telephonic conversation.
- CO5.** Communicate effectively and accurately in English.
- CO6.** Use spoken language for various purposes.

MM1131.9: MATHEMATICS I

- CO1.** To introduce mathematical concepts and techniques that have applications in computer science field
- CO2.** To introduce advanced differential calculus
- CO3.** To introduce solutions of differential equations
- CO4.** To introduce Number theory
- CO5.** To introduce Complex Number Theory

CP1121: COMPUTER FUNDAMENTALS AND ORGANIZATION

- CO1.** To get the basic concepts of Computers.
- CO2.** To get the functional knowledge about PC hardware, operations and concepts.
- CO3.** To understand the functional units of a standard PC and it's working.
- CO4.** To understand the memory organization in a computer.

CP1131: DIGITAL ELECTRONICS

- CO1.** To review basic electronic concepts
- CO2.** To review data representation techniques
- CO3.** To introduce student to basic concepts of digital logic
- CO4.** To introduce the design of basic logical circuits.

CP1141: INTRODUCTION TO PROGRAMMING

- CO1.** To expose students to algorithmic thinking and algorithmic representations.
- CO2.** To introduce students to basic data types and control structures in C.
- CO3.** To introduce students to structured programming concepts.
- CO4.** To introduce students to standard library functions in C language.



CP1142: C PROGRAMMING LAB

- CO1. Familiarization of important DOS/Windows/Linux features
- CO2. Practice on basic features of word processor, spread sheet and presentation software.

CP1122: OPEN OFFICE LAB

- CO1. To experience the features of Linux Operating System
- CO2. Working with Linux commands
- CO3. Working with word processor
- CO4. Working with worksheet
- CO5. Working with presentation.

SEMESTER 2

EN1211.4: WRITING AND PRESENTATION SKILLS

- CO1. To familiarize students with different modes of general and academic writing.
- CO2. To help them master writing techniques to meet academic and professional needs
- CO3. To introduce them to the basics of academic presentation
- CO4. To sharpen their accuracy in writing

MM1231.9: MATHEMATICS II

- CO1. To introduce mathematical concepts and techniques that have applications in computer science field
- CO2. To introduce proof methods in mathematics and mathematical logic
- CO3. To review concepts and techniques of set theory, relations and functions
- CO4. To introduce various algebraic structures

CP1241: ENVIRONMENTAL STUDIES

- CO1. To impart the knowledge on the environmental systems
- CO2. To impart the knowledge on the biodiversity and conservations
- CO3. To impart the knowledge on the environmental pollution and policies and practices
- CO4. To impart the knowledge on the impact of human communities on the environments

CP1242: OBJECT ORIENTED PROGRAMMING

- CO1. Understand the concepts of classes and object



- CO2.** Define classes for a given situation and instantiate objects for specific problem solving
- CO3.** Reuse available classes after modifications if possible
- CO4.** Possess skill in object-oriented thought process

CP1243: DATA STRUCTURES IN C

- CO1.** Be able to write well-structured programs in C
- CO2.** Be familiar with data structures like array, structures, lists, stacks, queues, trees and graphs
- CO3.** Able to implement the above data structures in C/C++
- CO4.** Able to appreciate various searching and sorting strategies
- CO5.** Able to select appropriate data structures for solving a given problem

CP1244: OBJECT ORIENTED PROGRAMMING LAB

- CO1.** Understand the concepts of classes and object
- CO2.** To introduce the student to the basic concepts of object orientation and impart skills in an Industry standard object-oriented language

CP1245: DATA STRUCTURES LAB

- CO1.** To provide an opportunity for hands-on practice on different algorithms using various data structures.
- CO2.** Stack and queues managing both singly and doubly linked list
- CO3.** Different trees, construction, and traversal
- CO4.** Searching and sorting

SEMESTER 3

CP1331: VALUE EDUCATION

- CO1.** To impart the knowledge about the NSS, NCC
- CO2.** To explore the idea on national integration and importance humanitarian values on national calamities like disaster management.
- CO3.** To impart knowledge on the importance of organ donation and social welfares

CP1341: COMPUTER NETWORKS AND SECURITY

- CO1.** The basic transmission technologies and characteristics
- CO2.** The use of layer architecture for networking systems
- CO3.** The main design issues of transport protocols and the mechanism to control traffic flow and congestion.
- CO4.** The concept of Information security policies



CP1342: OPERATING SYSTEMS

- CO1.** Fundamental concepts of systems software and functions of operating systems as a resource manager
- CO2.** Strategies for constrained resource allocation and process scheduling
- CO3.** Memory and I/O Management techniques
- CO4.** Salient features of popular operating systems.

CP1343: DATABASE MANAGEMENT SYSTEMS

- CO1.** Be aware of basic concepts of data bases and data base management systems
- CO2.** Be aware of concepts of relational data bases.
- CO3.** Know to normalize relational data bases
- CO4.** Skilled in using relational algebra and relational calculus
- CO5.** Develop skills to write database queries

CP1344: PROGRAMMING IN JAVA

- CO1.** Let students install and work with JDK, also make them aware the use of java doc.
- CO2.** Practice basic data types, operators and control structures in Java
- CO3.** Practice basic handling of classes and objects in Java
- CO4.** Introduce the following selected APIs: I/O, Strings, Threads, AWT, Applet, Networking
- CO5.** Idea to approach and use a new package

CP1345: DBMS LAB

- CO1.** To introduce basic concepts of data bases, and related techniques and tools
- CO2.** Be aware of basic concepts of data bases and data base management systems
- CO3.** Be aware of concepts of relational data bases.
- CO4.** Know to normalize relational data bases
- CO5.** Skilled in using relational algebra and relational calculus
- CO6.** Develop skills to write database queries

CP1346: JAVA PROGRAMMING LAB

- CO1.** To introduce students to basic features of Java language and selected APIs
- CO2.** Let students install and work with JDK, also make them aware the use of java doc.
- CO3.** Practice basic data types, operators and control structures in Java
- CO4.** Practice basic handling of classes and objects in Java
- CO5.** Introduce the following selected APIs: I/O, Strings, Threads, AWT, Applet, Networking Idea to approach and use a new package



SEMESTER 4

CP 1441: SOFTWARE ENGINEERING

- CO1.** Appreciate the importance of having a process for software development.
- CO2.** Understand the various activities undertaken for a software development project following the Function oriented Design
- CO3.** Understand the issues in code design and development
- CO4.** Test software developed using SSAD

CP1442: WEB PROGRAMMING & PYTHON

- CO1.** To impart basic skills in web page design using HTML
- CO2.** To impart necessary ability to choose the appropriate web tools/languages for creating state-of the art websites
- CO3.** To Expose students to current trends and styles in web design and applications
- CO4.** Understand the concepts of python programming

CP1443: PHP & MYSQL

- CO1.** To impart basic skills in moderately complex use of the following tools/ scripts/ languages:
- CO2.** To choose the appropriate web tools/languages for creating state-of-the art web sites
- CO3.** To expose students to current trends and styles in web design and applications

CP1444: DATA MINING AND DATA WAREHOUSES

- CO1.** To get an understanding of the general properties of data in large databases
- CO2.** Understand a variety of real-world applications that require data mining
- CO3.** How to discover useful patterns and associations in huge quantities of data

CP1445: MINI PROJECT

- CO1.** To provide an opportunity for structured team work and project management.
- CO2.** To provide an opportunity to practice the various phases in the SDLC
- CO3.** To introduce the prospect of effective technical documentation and presentation.
- CO4.** To provide an opportunity to practice time, resource and person management.



CP1446: PHP and MYSQL LAB

- CO1. To introduce students to simple PHP programs
- CO2. To Familiarize the use of Conditional Statements
- CO3. To study well to handle Strings.
- CO4. To get a basic idea about OOP concepts in PHP.
- CO5. To get a basic idea to handle forms in PHP.
- CO6. To get a basic idea to interact with MySQL using PHP.

CP 1447: WEB PROGRAMMING and PYTHON LAB

- CO1. Practicing basic HTML tags, text tags test styles, paragraph styles, headings, lists
- CO2. Tables in HTML, Frames in HTML, nested frames, Link and Anchor Tags
- CO3. To introduce students to basic features of Python language
- CO4. To know Python lists, tuples, dictionaries
- CO5. To study well about Read and write data from/to files in Python

SEMESTER 5

CP1541: DATA ANALYTICS

- CO1. To work with and manipulate a data set to extract statistics and features, coping with missing and dirty data.
- CO2. To get the basic knowledge of HADOOP
- CO3. To appreciate the need for privacy, identify privacy risks in releasing information, and design techniques to mediate these risks.

CP1542: INFORMATION SYSTEMS AND KNOWLEDGE MANAGEMENT

- CO1. To impart the term Information Systems and knowledge Management.
- CO2. To explore the idea on Knowledge Management system development and its implementation.
- CO3. To impart knowledge on various tools used for Knowledge Management and discuss its applications

CP1543: VISUAL PROGRAMMING

- CO1. Get basic information about the features of visual studio tools
- CO2. Get the awareness of how to use cookies
- CO3. Get the idea of using SSL with GUI



CP1551: OPEN COURSE

CP1551.1: DIGITAL MARKETING

- CO1.** To familiarize students with Digital marketing function in organizations.
- CO2.** Aims to equip the students with understanding different modes of payments, beware of security and legal issues in digital marketing

CP1551.2: INTERNET AND WWW

- CO1.** To understand the basic concepts of Networks.
- CO2.** To learn the working of Internet.
- CO3.** Exposure to Network Protocols.
- CO4.** Exposure to WWW.

CP1551.3: CYBER SECURITY

- CO1.** Understand high-level overview of information security principles.
- CO2.** Understand different roles and responsibilities of security professionals
- CO3.** Understand cryptography and information system risk management.
- CO4.** Be aware of multiple security control families as well as benefits of each control family

CP1544: SOFTWARE TESTING

- CO1.** Discuss the basic concept of testing
- CO2.** Explain the different types of testing
- CO3.** Describe the tools used for testing

CP1545: DATA ANALYTICS LAB

- CO1.** To perform data analysis of data sets using MS Excel.
- CO2.** To implement programs using various functions used to data analysis.

CP1546: VISUAL PROGRAMMING LAB

- CO1.** Get basic information about the features of visual studio tools
- CO2.** Introduction to ASP.NET Web Application
- CO3.** Get the idea of using SSL with GUI



SEMESTER 6

CP1641: MULTIMEDIA SYSTEMS

- CO1. Familiar with features of text, audio, images, video and active contents
- CO2. Familiar with the file formats for the above elements
- CO3. Aware of various application software's used to process the above elements.
- CO4. Aware of various applications of multimedia

CP1642: OBJECT ORIENTED ANALYSIS AND DESIGN

- CO1. Discuss various OOA approached.
- CO2. Describe the concept of unified modelling language.
- CO3. Explain different diagrams used.

CP1643: DESIGN AND ANALYSIS OF ALGORITHMS

- CO1. Be able to analyse the complexity of algorithms.
- CO2. Be able to select good algorithms from among multiple solutions for a problem.
- CO3. Have better knowledge on fundamental strategies of algorithm design and awareness on complex algorithm design strategies.
- CO4. Implement some typical algorithms.

CP 1661.1 GEOGRAPHICAL INFORMATION SYSTEM

- CO1. Understand spatial data and principles of relational database model
- CO2. An overview of the process of creating an integrated GIS
- CO3. Use of GIS in decision making.

CP 1661.2 ENTREPRENEURSHIP AND INNOVATION

- CO1. To familiarize the students with the latest programs of the government authorities in promoting small and medium industries.
- CO2. To impart knowledge regarding how to start new ventures

CP 1661.3: INTERNET OF THINGS

- CO1. To get a deep dive into IoT network engineering, from smart objects and the network that connects them to applications, data analytics, and security.
- CO2. To guide through the different types of smart objects, from those that simply record information to those that are programmed to perform actions in response to changes.
- CO3. To guide through the different common application protocols to generic and web-based protocols.



- CO4.** To get basic knowledge about the security practices for IT and OT and details how security is applied to an IoT environment.

CP1644: TRENDS IN COMPUTING

- CO1.** To introduce the broad perceptive of cloud architecture & model
CO2. To introduce basics of edge computing and application
CO3. How problems solved using soft computing

CP1645: MAJOR PROJECT

- CO1.** To provide an opportunity to apply the knowledge gained through various courses in solving a real-life problem.
CO2. To provide an opportunity to practice different phases of software/system development life cycle.
CO3. To introduce the student to a professional environment and/or style typical of a global IT industry
CO4. To provide an opportunity for structured teamwork and project management.
CO5. To provide an opportunity for effective, real-life, technical documentation
CO6. To provide an opportunity to practice time, resource, and person management.



BACHELOR OF COMPUTER APPLICATIONS

(2021 SYLLABUS)

COURSE OUTCOME



SEMESTER ONE

EN1111.4: ENGLISH 1/ SPEAKING AND LISTENING SKILLS

- CO1. To familiarize students with English sounds and phonemic symbols
- CO2. To enhance their ability in listening and speaking.
- CO3. Listen to lectures, public announcements and news on TV and radio.
- CO4. Engage in telephonic conversation.
- CO5. Communicate effectively and accurately in English.
- CO6. Use spoken language for various purposes.

MM1131.9: MATHEMATICS I

- CO1. Recall basic differentiation techniques, concepts of prime numbers and general concepts of differential equations (Knowledge level)
- CO2. Discuss hyperbolic and inverse hyperbolic functions, Mean value theorem and Rolle's theorem. (Understanding level)
- CO3. Compute solutions of differential equations, real part, imaginary part, polar form, exponent and log of complex numbers. (Applying level)
- CO4. Explain unique factorization theorem, Euclidean algorithm, congruence, Fermat's theorem and Wilson's theorem. (Analysing level).

CP1121: COMPUTER FUNDAMENTALS AND ORGANIZATION

- CO1. To get the basic concepts of Computers
- CO2. To get the functional knowledge about PC hardware, operations and concepts.
- CO3. To understand the functional units of a standard PC and it's working.
- CO4. To understand the memory organization in a computer

CP1131: DIGITAL ELECTRONICS

- CO1. Remember the basic concepts of electronics
- CO2. Familiarise the concept of different number systems
- CO3. Understanding the properties of logic gates
- CO4. Apply different techniques and theorems to simplify the sop forms
- CO5. Analyse the characteristics of different combinational logic circuits.

CP1141: C PROGRAMMING

- CO1. Expose students to algorithmic thinking and algorithmic representations
- CO2. Understand the structure of program writing in C
- CO3. Apply control structures and pointers
- CO4. Analyze built-in and user defined functions
- CO5. Understand dynamic memory allocation
- CO6. Understand string handling functions



CO7. Understand standard library functions in C language

CP1142: C PROGRAMMING LAB

- CO1. Familiarization of important DOS/Windows/Linux features
- CO2. Practice on basic features of word processor, spread sheet and presentation software.

CP1122: OPEN OFFICE LAB

- CO1. To experience the features of Linux Operating System
- CO2. Working with Linux commands
- CO3. Working with word processor
- CO4. Working with worksheet
- CO5. Working with presentation.

SEMESTER TWO

EN1211.4 ENGLISH II / WRITING AND PRESENTATION SKILLS

- CO1. To familiarize students with different modes of general and academic writing.
- CO2. To help them master writing techniques to meet academic and professional needs
- CO3. To introduce them to the basics of academic presentation
- CO4. To sharpen their accuracy in writing

MM1231.9: MATHEMATICS II

- CO1. Recall set theory concepts, set operations, relations and its operations, equivalence relations and partitions, algebra and functions(Remembering level).
- CO2. Explain formal proofs, methods of proffs(proofs by contradiction, false proof and induction),logical equivalence , DE Morgan's law, tautologies, Implications, arguments, fallacies, communication model and error corrections(Understanding Level).
- CO3. Illustrate characteristic functions, Warshal's algorithm, recursion, group, ring, polish expression and hamming codes. (Understanding Level).
- CO4. Analyze Normal forms in prepositional logic, resolution, partial orders and order sets. (Analysing Level)

CP1241: ENVIRONMENTAL STUDIES

- CO1. Improve the knowledge on the environmental systems
- CO2. Understand the concepts of biodiversity and conservations



- CO3. Educate the knowledge on the impact of human communities on the environments
- CO4. Apply pollution management techniques
- CO5. Understand natural systems and resources

CP1242: OBJECT ORIENTED PROGRAMMING

- CO1. Understand the concepts of classes and object
- CO2. Analyze classes for a given situation and instantiate objects for specific problem solving
- CO3. Apply the object initialization and destroy concept using constructors and destructors
- CO4. Apply the concept of polymorphism to implement compile time polymorphism in programs by using overloading methods and operators.
- CO5. Apply the concept of inheritance to reduce the length of code and evaluate the usefulness
- CO6. Understand standard template library for faster development.

CP1243: DATA STRUCTURES IN C

- CO1. Remember purpose of Data Structures
- CO2. Understand different Data Structures
- CO3. Able to implement the above data structures in C
- CO4. Analyze working of different data structures
- CO5. Evaluate expressions
- CO6. Create different Data Structures

CP1244: OBJECT ORIENTED PROGRAMMING LAB

- CO1. Understand the concepts of classes and object
- CO2. To introduce the student to the basic concepts of object orientation and impart skills in an Industry standard object oriented language

CP1245: DATA STRUCTURES LAB

- CO1. To provide an opportunity for hands-on practice on different algorithms using various data structures.
- CO2. Stack and queues managing both singly and doubly linked list
- CO3. Different trees construction and traversal
- CO4. Searching and sorting



CP1331: COMPUTER GRAPHICS

- CO1. Compare various graphics devices
- CO2. Apply various transformations to 2D and 3D graphics objects
- CO3. Analyze algorithms for clipping
- CO4. Classify various projections of 3D objects
- CO5. Explain current trends in computer graphics
- CO6. Derive various projections of 3D objects

CP1341: COMPUTER NETWORKS

- CO1. Remember the purpose of computer networks and its developments
- CO2. Understand various network technologies, design issues and characteristics
- CO3. Apply the use of layer architecture for networking systems
- CO4. Analyze the working of different models of network and data communication
- CO5. Evaluate data link controls
- CO6. Create different networking protocols

CP1342: OPERATING SYSTEMS

- CO1. Understand working of various Operating Systems
- CO2. Apply constrained resource allocation, process scheduling and memory management techniques
- CO3. Evaluate synchronization of processes and protection of an Operating System
- CO4. Analyze salient features available to various Operating Systems

CP1343: DATABASE MANAGEMENT SYSTEMS

- CO1. Understand the concept of database.
- CO2. Develop skills to design an ER diagram.
- CO3. Create database using SQL and perform operations in SQL.
- CO4. Familiarize the management of concurrent transactions.
- CO5. Apply the design concepts and normalization in database easily.

CP1344: PROGRAMMING IN JAVA

- CO1. Understand the java programming and oops concepts.
- CO2. Understand the concepts of Interface, exception handling, threading, and package
- CO3. Understand the basic concepts of Applet, Networking.
- CO4. Idea to approach and use a new package.

CP1345: DBMS LAB

- CO1. To introduce basic concepts of data bases, and related techniques and tools



- CO2. Be aware of basic concepts of data bases and data base management systems
- CO3. Be aware of queries in relational data bases.
- CO4. Know to normalize relational data bases
- CO5. Develop skills to write advanced database queries

CP1346: JAVA PROGRAMMING LAB

- CO1. To introduce students to basic features of Java language and selected APIs
- CO2. Let students install and work with JDK, also make them aware the use of java doc.
- CO3. Practice programs using basic data types, operators and control structures in Java
- CO4. Practice programs using basic handling of classes and objects in Java
- CO5. Advanced programming using selected APIs: I/O, Strings, Threads, AWT, Applet, NET.

SEMESTER FOUR

CP 1441: SOFTWARE ENGINEERING

- CO1. Understand the importance of having a process for software development.
- CO2. Familiarize with various software testing techniques and tools.
- CO3. Apply various models in the software development projects.
- CO4. Analyze the process of software development

CP1442: PYTHON PROGRAMMING

- CO1. Remember the concepts of python programming
- CO2. Understand data types and differences
- CO3. Apply CGI programming
- CO4. Analyze the concepts of database programming in python
- CO5. Evaluate the usage of Python package installer PIP
- CO6. Create programs using libraries such as Flask, SQL Alchemy, Pandas, numpy etc.

CP1443: WEB PROGRAMMING

- CO1. Remember basic concept of web technology.
- CO2. Understand the different Web Programming languages.
- CO3. Apply the styles to the web pages at various levels using CSS.
- CO4. Analyse the looping structure and functions of JavaScript
- CO5. Understand the basic concepts of XML.
- CO6. Create the modern Web applications using these languages.



CP1444: DATA MINING AND WAREHOUSING

- CO1. Recognize data warehouse concepts, architecture, business analysis and tools
- CO2. Understand data pre-processing and data visualization techniques
- CO3. Evaluate algorithms for finding hidden and interesting patterns in data
- CO4. Understand and apply various classification and clustering techniques using tools
- CO5. Analyze a variety of real-world applications that require data mining
- CO6. Formulate useful patterns and associations in huge quantities of data

CP1445: MINI PROJECT

- CO1. Opportunity for structured team work and project management.
- CO2. Practice the various phases in the SDLC
- CO3. Plan And Estimate A Project
- CO4. Practice Time, resource and person management
- CO5. Coding And Implementation Of a Software

CP1446: PYTHON LAB

- CO1. To introduce basic level programming in Python language
- CO2. To know programming using Python lists, tuples, dictionaries
- CO3. To study programming about Read and write data from/to files in Python
- CO4. To get a basic programming idea about variety of Exception Handling situations
- CO5. To get a basic programming idea about Database manipulation
- CO6. To get a basic programming idea about CGI programming

CP 1447: WEB PROGRAMMING LAB

- CO1. Practicing basic HTML tags, text tags test styles, paragraph styles, headings, lists
- CO2. Tables in HTML, Frames in HTML, nested frames, Link and Anchor Tags

SEMESTER FIVE

CP1541: PHP AND MYSQL

- CO1. Remember features, operators
- CO2. Understand the control structures/object-oriented terminologies
- CO3. Develop skills to write database queries
- CO4. Analyze current trends and styles in web design and applications
- CO5. Create state-of-the-art websites



CP1542: CLOUD COMPUTING

- CO1.** Remember the basics of cloud computing
- CO2.** Understand the main concepts and key technologies of cloud computing.
- CO3.** Apply the concept of virtualization in the cloud computing
- CO4.** Analyze the evolution of cloud from the existing technologies.
- CO5.** Evaluate and choose the technologies for implementation and use of cloud.
- CO6.** Create services using cloud computing

CP1543: VISUAL PROGRAMMING

- CO1.** Understand basic information about the features of visual studio tools
- CO2.** To use cookies very effectively
- CO3.** Get the idea of using SSL with GUI

CP1544: DESIGN AND ANALYSIS OF ALGORITHM

- CO1.** Develop and analyze new algorithms by themselves
- CO2.** Analyze the complexity of algorithms
- CO3.** Understand good algorithms among multiple solutions for a problem
- CO4.** Have better knowledge on fundamental strategies of algorithm design and awareness on complex algorithm design strategies
- CO5.** Implement some typical algorithms

OPEN COURSE

CP1551.1: DIGITAL MARKETING

- CO1.** Understand different digital marketing types
- CO2.** Understand the main concepts and key technologies of digital marketing.
- CO3.** Remember the concept of e-banking, cyber security
- CO4.** Analyze the evolution of digital marketing from the existing technologies.
- CO5.** Analyze services using digital marketing

CS1551.2 INTERNET AND WWW

- CO1.** To understand the basic concepts of Networks.
- CO2.** To learn the working of Internet.
- CO3.** To analyse different search engines and its working
- CO4.** To familiarise Network Protocols and WWW.

CS1551.3 IMPACT OF SOCIAL MEDIA NETWORKS

- CO1.** To understand the types of social media networks and its uses.
- CO2.** To learn the impact of social media on society & commerce
- CO3.** To analyse the impact of social media on work, training & development and on relationships



CO4. To familiarize challenges of social media in terms of privacy ,security & health

CP1545: PHP AND MYSQL LAB

- CO1.** To introduce students to simple PHP programs
- CO2.** To Familiarize programming with the use of Conditional Statements
- CO3.** To study well to handle Strings.
- CO4.** To get a basic programming idea about OOP concepts in PHP.
- CO5.** To get a basic programming idea to handle forms in PHP.
- CO6.** To get a basic programming idea to interact with MySQL using PHP.

CP1546: VISUAL PROGRAMMING LAB

- CO1.** To get basic idea on ASP.NET web programming.
- CO2.** Introduction to ASP.NET Web Application programming
- CO3.** Get the idea of using SSL with GUI in Visual Programming.

SEMESTER SIX

CP1641: ARTIFICIAL INTELLIGENCE

- CO1.** Remember features of AI and knowledge-based systems
- CO2.** Understand basic parsing techniques
- CO3.** Apply search and control strategies
- CO4.** Analyse different matching techniques
- CO5.** Evaluate the performance of various searching algorithms
- CO6.** Create AND-OR graphs

CP1642: SOFTWARE TESTING

- CO1.** Remember the terms used in testing.
- CO2.** Understand the basic concepts of testing.
- CO3.** Apply different testing techniques.
- CO4.** Evaluate the testing methodologies.
- CO5.** Create different testing tools.

CP1643: OBJECT ORIENTED ANALYSIS AND DESIGN

- CO1.** Remember object oriented features
- CO2.** Understand Object Oriented System Development
- CO3.** Apply Unified Approach
- CO4.** Analyse various UML diagrams
- CO5.** Evaluate objects static and dynamic model
- CO6.** Create UML diagrams for any system



ELECTIVE

CP 1661.1: INTERNET OF THINGS(IoT)

- CO1.** Remember the purpose of computer networks and its developments
- CO2.** Understand various network technologies, design issues and characteristics
- CO3.** Apply the use of layer architecture for networking systems
- CO4.** Analyze the working of different models of network and data communication
- CO5.** Evaluate data link controls
- CO6.** Create different networking protocols

CP1661.2: DIGITAL MARKETING

- CO1.** Understand different digital marketing types
- CO2.** Understand the main concepts and key technologies of digital marketing.
- CO3.** Remember the concept of e-banking, cyber security
- CO4.** Analyze the evolution of digital marketing from the existing technologies.
- CO5.** Analyze services using digital marketing

CP 1661.3: BIG DATA ANALYSIS

- CO1.** Learn tips and tricks for Big Data use cases and solutions.
- CO2.** Learn to build and maintain reliable, scalable, distributed systems with Apache Hadoop
- CO3.** Able to apply Hadoop ecosystem components
- CO4.** Analyzing data security and event logging

CP1644: INFORMATION SECURITY

- CO1.** Remember the principles and protocols of internetworks
- CO2.** Understand the basic issues in information security
- CO3.** Apply information security measures
- CO4.** Analyze working of various ciphers
- CO5.** Evaluate the concept of digital signatures and e-mail security policies
- CO6.** Create awareness on information security

CP1645: MAJOR PROJECT

- CO1.** Create an industry-standard project through a real-life project work under time and deliverable constraints, applying the knowledge acquired through various courses
- CO2.** Provide an opportunity to apply the knowledge gained through various courses in solving a real life problem
- CO3.** Provide an opportunity to practice different phases of software/system development life cycle



NSM CHERTHALA

NSM CHERTHALA

NSM CHERTHALA

NSM CHERTHALA

NSM CHERTHALA

- CO4.** Introduce the student to a professional environment and/or style typical of a global IT industry
- CO5.** Provide an opportunity for structured team work and project management
- CO6.** To provide an opportunity for effective, real-life, technical documentation
- CO7.** Provide an opportunity to practice time, resource and person management.



B.COM TAX PROCEDURE AND PRACTICE

(2018 SYLLABUS)

COURSE OUTCOME



SEMESTER 1

EN1111.3

LANGUAGE SKILLS

- CO1.** To familiarize students with English sounds and phonemic symbols
- CO2.** To enhance their ability in listening and speaking.
- CO3.** Listen to lectures, public announcements and news on TV and radio.
- CO4.** Engage in telephonic conversation.
- CO5.** Communicate effectively and accurately in English.
- CO6.** Use spoken language for various purposes.

HN 1111.3

POETRY AND MASS MEDIA

- CO1.** Be sensitive and appreciate the aesthetic beauty of Hindi poetry.
- CO2.** Be aware of the development of communication media.
- CO3.** Deal with official correspondence in Hindi.
- CO4.** Be knowledgeable of the aspects of Poetry.

ML 1111.3

GADHYASAHITAYAM

- CO1.** Be able to appreciate the various literary forms seen in Malayalam literature such as short story, essay, biography, autobiography and travel narratives.
- CO2.** Be able to differentiate the variety of uses as well as themes.
- CO3.** Be able to critically analyse the beauty and distinctive features of the works by knowing about the complete background.
- CO4.** Be able to develop fluency, translation skills, writing skills in the language.

CX1121

METHODOLOGY AND PERSPECTIVES OF BUSINESS EDUCATION

- CO1.** Understand the basic concepts, methods, and importance of business information within different economic systems.
- CO2.** Analyse the role of various economic sectors and emerging areas in the service sector.



- CO3.** Evaluate the process of establishing a business, including environmental analysis and resource mobilization.
- CO4.** Assess the importance of trained manpower for quality enhancement across different levels of organization and society.
- CO5.** Develop skills in effective communication and presentation through various academic activities

CX 1141

ENVIRONMENTAL STUDIES

- CO1.** Describe the scope, importance, and interdisciplinary nature of environmental studies.
- CO2.** Understand ecological principles, biodiversity conservation, and natural resource management.
- CO3.** Analyse the impact of industry on the environment, including pollution and waste management.
- CO4.** Evaluate social issues related to the environment and the concept of sustainable development.
- CO5.** Examine the effects of human population growth on the environment and promote environmental health.

CX 1171

PRINCIPLES OF TAXATION

- CO1.** Demonstrate comprehension of the sources of public revenue and distinguish between tax and non-tax revenue.
- CO2.** Analyze the historical evolution of the Indian tax system, identifying key elements from ancient times to the present.
- CO3.** Evaluate the principles related to taxation systems, considering their effects on production, distribution, and employment.
- CO4.** Examine the constitutional framework of taxation in India, including the distribution of revenue among Union, State, and Concurrent lists, and assess the constitutional validity of tax law.
- CO5.** Differentiate between direct and indirect taxes, analyze their features, advantages, and disadvantages, and understand the movement toward GST.



MANAGERIALECONOMICS

- CO1.** Understand the scope and application of managerial economics in business decisions.
- CO2.** Analyse demand estimation and forecasting methods for short-term and long-term planning.
- CO3.** Evaluate production functions, laws of production, and the optimal combination of inputs.
- CO4.** Understand pricing policies, practices, and market structures in various competitive scenarios.
- CO5.** Analyse business cycles, their causes, indicators, and control measures

SEMESTER 2

EN 1211.3

ENGLISH GRAMMAR, USAGE AND WRITING

- CO1.** Have an appreciable understanding of English grammar.
- CO2.** Produce grammatically and idiomatically correct spoken and written discourse.
- CO3.** Spot language errors and correct them.

ADDITIONAL LANGUAGE

HN 1211.3-

NOVEL AND SHORT STORY

- CO1.** Guided to the world of Hindi fiction, novel and short story.
- CO2.** Imbided the capacity of creative process and communication skills.
- CO3.** Sensitised to the aesthetics of Novels and Short Story.
- CO4.** Aware of the distinct features of Hindi Novel and Short Story.

ML 1211.3

DRISHYAKALASAHITYAM

- CO1.** Be able to differentiate between written and visual media.



- CO2.** Be able to compare and analyse the similarities and differences in Kerala visual media.
- CO3.** Be able to develop and inspire the students to express themselves creatively.
- CO4.** Be able to inculcate and assist the growth of the writer, actor, director and such creative faculties in the student.

CX1221-

INFORMATICSANDCYBERLAWS

- CO1.** Understand the basic concepts, importance, and developments in informatics and the significance of technology procurement.
- CO2.** Apply internet access methods and knowledge management skills for academic and educational purposes.
- CO3.** Analyse the role of IT in society, including its impact on various sectors and issues like the digital divide.
- CO4.** Evaluate the ethical, legal, and social implications of the cyber world, including cyber ethics and the IT Act 2000.
- CO5.** Identify and assess the nature and scope of cybercrimes, understanding the types of cyber offenses and mitigation strategies.

CX 1241

FINANCIAL ACCOUNTING

- CO1.** Understand the fundamental accounting concepts, principles, and the preparation of accounts for sole traders.
- CO2.** Apply depreciation accounting methods and adjustments according to relevant accounting standards.
- CO3.** Analyse accounts of hire purchase and instalment purchase systems, including accounting entries and repossession scenarios.
- CO4.** Evaluate accounting treatments for voyage packages, containers, and investment accounts, including adjustments for dividends, bonus shares, and rights issues.
- CO5.** Identify and calculate insurance claims, understanding the valuation of stock and treatment of average clauses.



CX 1271:

INCOME TAX LAW AND PRACTICE – I

- CO1.** Demonstrate understanding of the scope of Total Income as per the provisions of the Income Tax Act, 1961, through the analysis of practical problems related to the determination of residential status and incidence of tax, applying knowledge gained in Module I using Bloom's Knowledge and Comprehension levels.
- CO2.** Apply knowledge acquired in Module II to categorize and evaluate various types of Incomes Exempt from Tax, differentiating between those neither included in Total Income nor subject to Income Tax, and those included in Total Income but exempt from tax, demonstrating Bloom's Application level.
- CO3.** Evaluate and interpret the complexities of Income from Salaries, including the treatment of provident fund, allowances, perquisites, and profit-in-lieu of salary, using Bloom's Analysis and Synthesis levels to compute taxable income under this head in Module III.
- CO4.** Demonstrate proficiency in understanding and calculating Income from Salary, specifically focusing on Gratuity, Pension, Commuted pension, Encashment of earned leave, Retrenchment compensation, and Provident Fund, incorporating deductions and computing taxable income, applying Bloom's Application and Analysis levels based on the concepts covered in Module IV.
- CO5.** Apply Bloom's Synthesis and Evaluation levels to analyze and compute taxable income from House Property, by understanding the basis of charge, annual value determination, exemptions, deductions, and computing the Income from House Property under various situations as outlined in Module V.

CX 1231

BUSINESS MATHEMATICS

- CO1.** Master numerical operations, including fractions, percentages, and apply permutations and combinations.
- CO2.** Utilize matrix operations and set theory in solving business-related problems.
- CO3.** Apply basic algebra and calculus in business scenarios for decision making.
- CO4.** Analyse business applications using depreciation methods, payroll calculations, and currency conversion.



- CO5.** Evaluate financial analysis techniques including present and future value calculations, pricing strategies, and financial ratio analysis.

SEMESTER-III

EN1311.3

ENGLISH FOR CAREER

- CO1.** To familiarize students with different modes of general and academic writing.
- CO2.** To help them master writing techniques to meet academic and professional needs
- CO3.** To introduce them to the basics of academic presentation
- CO4.** To sharpen their accuracy in writing

CX 1341

MANAGEMENT CONCEPTS AND THOUGHT

- CO1.** Understand the evolution and various schools of modern management thought.
- CO2.** Analyse the management process, including planning, organizing, staffing, directing, and controlling.
- CO3.** Evaluate different leadership qualities, styles, and theories.
- CO4.** Understand motivational theories and the importance of effective communication in management.
- CO5.** Explore new horizons of management, including TQM, change management, and knowledge management

CX 1342

ADVANCED FINANCIAL ACCOUNTING

- CO1.** Understand the accounting procedures for partnership firms, including dissolution and piecemeal distribution.
- CO2.** Analyse consignment accounts, focusing on accounting treatments and valuation of unsold stock.
- CO3.** Evaluate joint venture operations, accounting treatments, and the use of memorandum method.
- CO4.** Apply branch and departmental accounting methods, including adjustments for fixed assets and expense reconciliation.
- CO5.** Develop an understanding of departmental accounting objectives, methods, and the preparation of trading and profit and loss accounts.

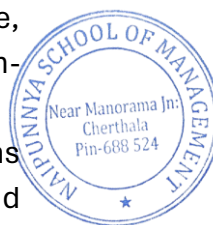


INCOME TAX LAW AND PRACTICE – II

- CO1.** Analyze and apply the provisions related to the computation of taxable income under the heads of capital gains and other sources, emphasizing the practical problems in the calculation of income from business .
- CO2.** Evaluate the application of the Income Tax Act, 1961, focusing on the provisions of clubbing of income, set-off of losses, and deductions, demonstrating comprehension and critical assessment .
- CO3.** Demonstrate a comprehensive understanding of the principles governing the taxation of profits and gains of business or profession, including the basis of charge, allowable expenses, and depreciation methods.
- CO4.** Apply knowledge of the Income Tax Act to analyze and compute capital gains, considering the basis of charge, types of capital assets, and exemptions.
- CO5.** Integrate the principles of taxation in computing income from other sources, incorporating the basis of charge, general and special chargeability, and deductions allowed, demonstrating application and synthesis skills .

RECOVERY AND REFUND OF INCOME TAX

- CO1.** Demonstrate understanding of tax recovery procedures by explaining the various modes of recovery, including attachment of salary, recovery from creditors, and recovery through court.
- CO2.** Apply the knowledge acquired in Module II to analyze and classify types of income/payments subject to TDS and TCS, compute tax liability, and explain the scheme of TDS.
- CO3.** Evaluate the process of advance tax payment, identifying persons liable, computing advance tax, and understanding the consequences of non-payment.
- CO4.** Justify the steps involved in the refund of tax, including identifying situations for refund claims, determining eligible claimants, and explaining the refund claiming procedure.
- CO5.** Synthesize information from Module V to calculate interest payable by assesses.



CX 1331

E-BUSINESS

- CO1.** Understand e-business models, benefits, limitations, and differences between e-business and e-commerce.
- CO2.** Analyse e-business systems integration, including ERP, e-SCM, and CRM.
- CO3.** Evaluate e-business applications in various sectors like tourism, banking, and education.
- CO4.** Understand e-governance models, benefits, risks, and successful initiatives.
- CO5.** Apply knowledge in launching successful online businesses and e-commerce projects, including funding and website design.

SEMESTER- IV

EN 1411.3

READINGS IN LITERATURE

- CO1.** Understand and appreciate literary discourse
- CO2.** Look at the best pieces of literary writing critically
- CO3.** Analyse literature as a cultural and interactive phenomenon
- CO4.** Understand the use of the target language and make use of it in daily life.

CX 1441

BUSINESS REGULATORY FRAMEWORK

- CO1.** Understand the basics of law and its importance in business, including sources and objectives of mercantile law.
- CO2.** Analyse the Law of Contracts as per the Indian Contract Act, 1872, understanding the nature, essential elements, and performance of contracts.
- CO3.** Evaluate the legal provisions related to special contracts, including bailment, pledge, indemnity, guarantee, and agency.
- CO4.** Apply the principles of the Sale of Goods Act 1930, focusing on contract formation, conditions, warranties, and the rights of unpaid sellers.
- CO5.** Assess the functions of regulatory authorities and understand intellectual property rights and the Right to Information Act 2005.



CX 1442

BANKING AND INSURANCE

- CO1.** Understand banking functions, liquidity management, and the role of RBI in banking policies.
- CO2.** Analyse banking practices, relationships between banker and customer, and account operations.
- CO3.** Evaluate innovations and reforms in banking, including digital banking and NPA management.
- CO4.** Understand the basics of insurance, including risk classification and the functions of insurance.
- CO5.** : Analyse insurance claims, regulations, and the impact of FDI in the insurance sector.

CX 1471

INCOME TAX ASSESSMENT-I

- CO1.** Analyze the assessment procedure and filing of returns of income for various assessees, integrating knowledge
- CO2.** Apply practical skills in computing total income and tax liability for individuals, Hindu Undivided Families (HUFs), firms, and Association of Persons (AOP)/Body of Individuals (BOI),
- CO3.** Evaluate the differences in assessment procedures and tax implications between individuals, HUFs, firms, and AOP/BOI, demonstrating analysis and evaluation
- CO4.** Synthesize knowledge of firm classifications, provisions of Section 40(b), and changes in firm constitution to compute total income and tax liability for firms and their partners,
- CO5.** Assess the concept of Association of Persons (AOP) and Body of Individuals (BOI), including the computation of tax liabilities and understanding the concept of Maximum Marginal Rate

CX 1472

INCOME TAX ASSESSMENT-II

- CO1.** Analyze the computation of total income and tax liability for Companies, Co-operative societies, and Charitable and other Trusts, integrating knowledge
- CO2.** Apply practical skills in assessing various types of entities, including companies, co-operative societies, and trusts, for income tax purposes,



- CO3.** Evaluate the assessment procedures and filing of returns of income for different types of assesses, including companies, co-operative societies, and trusts, demonstrating analysis
- CO4.** Synthesize knowledge of double taxation relief mechanisms and electronic media in income tax, including e-filing of returns and General Anti-Avoidance Rule (GAAR), to analyze and solve complex tax scenarios
- CO5.** Assess the role and advantages of electronic media in income tax processes, including e-filing, e-payment, and online refund, while understanding the applicability and procedures of General Anti-Avoidance Rule (GAAR)

CX 1431

BUSINESS STATISTICS

- CO1.** Understand statistical concepts, data collection methods, and measures of dispersion.
- CO2.** Apply correlation and regression analysis to interpret business data relationships.
- CO3.** Evaluate business scenarios using index numbers and their construction methods.
- CO4.** Analyse time series data for business forecasting and trend analysis.
- CO5.** Utilize statistical methods for business decision-making and analysis

SEMESTER V

CX 1541

ENTREPRENEURSHIP DEVELOPMENT

- CO1.** Understand entrepreneurship concepts, entrepreneurial personality traits, and the significance of entrepreneurship as a career.
- CO2.** Analyse the entrepreneurial environment including the role of family, society, and government policies affecting entrepreneurial growth.
- CO3.** Evaluate the processes involved in creating a business plan and conducting a feasibility study, including project selection and appraisal techniques.
- CO4.** Develop skills in preparing detailed project reports, emphasizing the requirements of a good report and its structure.
- CO5.** Apply knowledge of finance and human resource mobilization, market and channel selection, and product launching strategies for small businesses.



CX 1542

COST ACCOUNTING

- CO1.** Grasp the fundamental principles, objectives, and distinction between cost and financial accounting.
- CO2.** Manage and control material and labour costs, utilizing inventory control systems and wage payment systems.
- CO3.** Allocate overhead costs effectively across departments and products using activity-based costing.
- CO4.** Prepare cost accounting records, reconciling cost and financial accounts for internal analysis.
- CO5.** Present cost data in cost sheets for decision-making, tendering, and quoting processes.

CX 1543

MARKETING MANAGEMENT

- CO1.** Understand marketing's evolution, concepts, and its role within modern organizations.
- CO2.** Analyse consumer behaviour, segmentation, targeting, and positioning strategies for market effectiveness.
- CO3.** Develop product lifecycle strategies, including new product development and diversification.
- CO4.** Formulate pricing decisions and distribution management strategies to optimize market reach.
- CO5.** Design promotional campaigns, incorporating advertising, sales promotion, and public relations strategies.

OPEN COURSE

CX 1551.1

FUNDAMENTALS OF FINANCIAL ACCOUNTING

- CO1.** Understand the basic principles and practices of financial accounting through the exploration of accounting concepts, conventions, and systems of accounting, as well as the application of Accounting Standards.
- CO2.** Develop the ability to record business transactions effectively by employing the principles of double-entry bookkeeping, utilizing journals, ledgers, and subsidiary books.



- CO3.** Demonstrate proficiency in managing financial records through the application of different cash book formats, including simple cash books, cash books with cash and discount columns, and petty cash books.
- CO4.** Analyze and interpret financial data by preparing Trial Balances, understanding their meaning and objectives, and identifying any discrepancies in the records.
- CO5.** Construct comprehensive financial statements, including the Trading and Profit and Loss Account and Balance Sheet, incorporating adjustments for various financial aspects such as provision for bad debts, outstanding items, prepaid expenses, and depreciation.

OPEN COURSE

CX 1551.2

PRINCIPLES OF MANAGEMENT

- CO1.** Students will demonstrate comprehension of the fundamental principles of management, including its definition, scope, and the distinction between management and administration.
- CO2.** Learners will exhibit understanding of the planning process, including the meaning, objectives, types of plans, steps, and limitations.
- CO3.** Participants will analyze the concept of organizing in management, incorporating knowledge of its significance, types, centralization, decentralization, delegation, and departmentation
- CO4.** Students will demonstrate familiarity with the importance of staffing in management, including sources of recruitment and selection, training, and development.
- CO5.** Learners will evaluate the elements of directing and controlling in management, incorporating knowledge of their meaning, steps, and methods of establishing control.



OPEN COURSE

CX 1551.3

CAPITAL MARKET OPERATIONS

- CO1.** Recognize and define the structure and instruments of the capital market, distinguishing between primary and secondary markets
- CO2.** Evaluate the significance of stock exchanges, securities, and trading procedures in the secondary market, demonstrating a deeper level of comprehension by analyzing and interpreting the ownership and creditorship aspects of securities
- CO3.** Demonstrate an understanding of dematerialization of securities, apply the advantages of dematerialization, and describe the functions of depositories
- CO4.** Differentiate between types of investors, analyze the distinctions between speculation and investment, and categorize various types of speculators
- CO5.** Explain the concept of derivatives, including forwards, futures, options, put options, and call options, engaging in higher-order thinking by synthesizing information and evaluating the implications of these financial instruments

CX 1571

INCOME TAX ADMINISTRATION

- CO1.** Upon completion of the course, students will be able to analyze and differentiate the powers of various Income Tax authorities, demonstrating a comprehensive understanding of the hierarchy and roles within the system
- CO2.** Students will be proficient in evaluating and applying the procedures for appeal and revision under the Income Tax Act, ensuring accurate interpretation and compliance, reflecting an advanced level of understanding
- CO3.** By the end of the course, participants will be able to critically assess and justify the imposition of penalties and prosecutions for different types of defaults, showcasing a high-level synthesis of knowledge
- CO4.** Upon successful completion, students will demonstrate an advanced ability to analyze and evaluate cases involving survey, search, and seizure under the Income Tax Act, applying acquired knowledge to real-world scenarios
- CO5.** Students will attain a comprehensive understanding of Income Tax Authorities, displaying the ability to distinguish between general and specific



powers, and critically assess the jurisdiction and appointment of such authorities, reflecting an advanced level of knowledge

CX 1572

CUSTOMS DUTY-AN OVERVIEW

- CO1.** Analyze the concept of indirect taxes, including canons of taxation and features of indirect tax,
- CO2.** Apply knowledge of the principles related to customs duty in India, including the customs Act, types of customs duties, and exemptions, to assess customs duty implications in various scenarios, demonstrating understanding and application
- CO3.** Evaluate the classification and valuation of goods, as well as provisions governing import and export, to ensure compliance with customs regulations, demonstrating analysis and evaluation
- CO4.** Synthesize information on customs laws, including anti-dumping duties, safeguards, and penalties, to assess the legal framework and its impact on international trade, integrating
- CO5.** Assess foreign trade policies, export promotion schemes, and special economic zones, to develop strategies for international trade and export promotion, demonstrating an understanding of global trade practices

SEMESTER- VI

CX 1641

AUDITING

- CO1.** Understand auditing principles, standards, and auditor independence, distinguishing between different types of audits.
- CO2.** Apply audit processes, documentation, and internal check systems in various audit scenarios.
- CO3.** Analyze the significance of vouching and verification in auditing, including asset valuation.
- CO4.** Evaluate auditor roles, qualifications, and liabilities within the framework of the Companies Act 2013.
- CO5.** Differentiate between auditing and investigation, understanding investigative techniques in fraud cases



CX 1642-

APPLIED COSTING

- CO1.** Understand specific order costing methods, including job, batch, and contract costing procedures.
- CO2.** Analyze process costing features, treatment of losses, and joint product costing.
- CO3.** Evaluate service costing in various sectors, applying composite cost unit calculations.
- CO4.** : Apply marginal costing techniques for decision-making, including break-even and CVP analysis.
- CO5.** Analyze standard costing, variance analysis, and its application in cost control.

CX1643-

MANAGEMENT ACCOUNTING

- CO1.** Understand the role, nature, and functions of management accounting, distinguishing it from financial and cost accounting.
- CO2.** Analyze decision-making processes, incorporating cost-benefit and cost-effectiveness analysis.
- CO3.** Apply fund flow and cash flow analysis in financial reporting and planning.
- CO4.** : Evaluate budgeting types and processes, understanding their role in financial control.
- CO5.** C Assess capital expenditure decisions using various investment appraisal techniques.

CX 1651.2

STRATEGIC MANAGEMENT

- CO1.** Understand strategic management concepts, the importance of strategy, and the strategic management process.
- CO2.** Apply strategic intent and formulation techniques, including vision, mission, and strategic business unit planning.
- CO3.** Analyze environmental and organizational capabilities using strategic analysis tools.
- CO4.** Implement strategies effectively, addressing resource allocation and implementation issues.
- CO5.** Evaluate strategic outcomes using strategic control and evaluation techniques.



INCOME TAX PLANNING AND MANAGEMENT

- CO1.** Develop an understanding of the fundamental concepts of tax planning using Bloom's Taxonomy's Remember level, as students recall key terms like tax evasion, tax avoidance, and tax management.
- CO2.** students demonstrate the ability to navigate and utilize various provisions of the Income Tax Act for effective tax planning.
- CO3.** Analyze tax planning strategies based on Residential Status evaluating and comparing tax planning approaches for ordinarily resident, not-ordinarily resident, and non-resident individuals.
- CO4.** Evaluate tax planning techniques related to different Heads of Income critically assessing strategies under Salaries, House Property, Profits and Gains of Business or Profession, Capital Gains, and Income from Other Sources.
- CO5.** Integrate tax planning principles into decision-making processes, by formulating strategies for setting up a new business, making financial management decisions, and addressing specific management decisions related to various scenarios such as amalgamation/merger.

CX1672

GOODS AND SERVICES TAX

- CO1.** Understand the concept of Goods and Services Tax (GST) through an analysis of its background, including the process of introducing VAT at the Centre and States, and evaluating the advantages and limitations of VAT. (Knowledge)
- CO2.** Evaluate and compare various GST models, such as GST at Union and State Government levels, Concurrent Dual GST, and international models like the Australian and Canadian models, to analyze their structures and implications. (Analysis)
- CO3.** Demonstrate a comprehensive understanding of Inter-State Goods and Service Tax (IGST) by examining its major advantages, constitutional amendments, and the legislations and rules governing the administration of CGST and SGST. (Understanding)
- CO4.** Analyze the tax structure of GST, including the taxes and duties subsumed under it, the GST rate structure, and the impact on various sectors in India,



considering aspects like Input Tax Credit and GST registration procedures.
(Analysis)

- CO5.** Apply the knowledge of GST in India to assess its benefits to businesses, government, and consumers, and evaluate the impact on supply chain monitoring, taxes computation, and special industrial area schemes.
(Application)



BMS

- HOTEL MANAGEMENT

(2017 SYLLABUS)

COURSE OUTCOME



SEMESTER I

EN1111.4: LANGUAGE SKILLS

- CO1** To familiarize students with English sounds and phonemic symbols
- CO2** To enhance their ability in listening and speaking.
- CO3** Listen to lectures, public announcements and news on TV and radio.
- CO4** Engage in telephonic conversation.
- CO5** Communicate effectively and accurately in English.

BH 1121: ELEMENTARY FRENCH

- CO1** Students can satisfy requirement of everyday situations in hospitality industry
- CO2** Students can understand various industry related terminologies.
- CO3** Students are able to demonstrate good comprehension of written discourse in areas of special interests.
- CO4** Students can narrate and describe in past, present and future time.
- CO5** Students will create simple French recipes and menus, incorporating appropriate vocabulary for ingredients, cooking methods, and dining preferences.

BH 1141 - FRONT OFFICE OPERATIONS

- CO1** Understand the role and function of the Front of Office
- CO2** Identify stages of the guest cycle.
- CO3** Understand the importance of communication in the department.
- CO4** Know the procedures for creating reservation and checking in guests.
- CO5** Know how to deal with guest requests during their stay.

BH 1142 - FOOD PRODUCTION AND PÂTISSERIE I

- CO1** Basic knowledge about Food production industry
- CO2** Understand the role and functions of the different star hotel kitchen.
- CO3** Know the different cooking methods and fuels
- CO4** Know the different kitchen equipment's and layout.
- CO5** Know the basic vegetable, meat, fish...cuts.



BH 1143 - FOOD AND BEVERAGE SERVICE I

- CO1** Know about food and beverage sectors.
- CO2** Know about different styles of service.
- CO3** Will understand and learn service etiquettes.
- CO4** Students will learn the need of personality traits which a service professional should possess.
- CO5** Understand different points and styles of service

BH 1144 - FUNDAMENTALS OF HOUSE KEEPING

- CO1** Understand the structure function, Importance, and different sections of the housekeeping department.
- CO2** Coordination with other departments of the hotel.
- CO3** Perform different types of cleaning, keys & key controls.
- CO4** Handling of cleaning equipment, cleaning agents & surfaces
- CO5** Perform different types of clerical works in the department.

BH 1145 - FRONT OFFICE OPERATIONS PRACTICAL

- CO1** Understand the role and function of the Front of Office
- CO2** Identify stages of the guest cycle.
- CO3** Understand the importance of communication in the department.
- CO4** Know the procedures for creating reservation and checking in guests.
- CO5** Know how to deal with guest requests during their stay.

BH 1146 - FOOD PRODUCTION AND PÂTISSERIE I PRACTICAL

- CO1** Basic knowledge about Food production industry
- CO2** Understand the role and functions of the different star hotel kitchen.
- CO3** To Know the different cooking methods and fuels
- CO4** To Know the different kitchen equipment's and layout
- CO5** To know the basic vegetable, meat, fish cuts and preparations

BH 1147 - FOOD AND BEVERAGE SERVICE I PRACTICAL

- CO1** Know about food and beverage sectors.
- CO2** Know about different styles of service.
- CO3** Will understand and learn service etiquettes.



- CO4** Students will learn the need of personality traits which a service professional should possess.
- CO5** Understand different points and styles of service.

BH 1148 - FUNDAMENTALS OF HOUSEKEEPING PRACTICAL

- CO1** Understand the structure function, Importance, and different sections of the housekeeping department.
- CO2** Coordination with other departments of the hotel.
- CO3** Perform different types of cleaning, keys & key controls.
- CO4** Handling of cleaning equipment, cleaning agents & surfaces
- CO5** Perform different types of clerical works in the department.

SEMESTER II

EN1211.4 ENGLISH FOR CAREER

- CO1** To familiarize students with different modes of general and academic writing.
- CO2** To help them master writing techniques to meet academic and professional needs
- CO3** To introduce them to the basics of academic presentation
- CO4** To sharpen their accuracy in writing
- CO5** To familiarize students with different modes of formal writing

BH 1241 - FRONT OFFICE MANAGEMENT

- CO1** Explain the function and operation of the front office accounting systems, forms, formats, and PMS applications found in the front office.
- CO2** Construct a checkout system that helps to ensure a hotel's profitability while meeting the needs of guests by using effective procedures.
- CO3** Explain and perform the night audit function.
- CO4** Apply and explain skills necessary to seek employment in front desk/ front office supervision and management.
- CO5** Demonstrate the knowledge about various types of passports and visa in India.



BH 1242 - ENVIRONMENTAL MANAGEMENT

- CO1** Regarding our environment and its importance.
- CO2** Ecosystem and its concept, Biodiversity, its endangered and endemic species with reference to India.
- CO3** Environmental Pollution, its effects and control measures.
- CO4** Social issues and the Environment
- CO5** Environment Protection act. Prevention and control of Pollution act

BH 1243 - FOOD PRODUCTION AND PATISSERIE II

- CO1** To know the classification, identification and cooking of basic commodities in food production industry
- CO2** To know the different kitchen agents (shortening, Raising, and moisturising agents)
- CO3** Basic knowledge about simple bakery operations
- CO4** To know about basic Indian Condiments and Spices.
- CO5** Understand about rice, cereals and pulses used in hotel industry.

BH 1244 - FOOD AND BEVERAGE SERVICE II

- CO1** Know about different non-alcoholic beverages.
- CO2** Know about restaurant reservation system and room service.
- CO3** Know about harmful effects of tobacco use.
- CO4** Know about simple control measures used in restaurants.
- CO5** Identify and understand types of meals.

BH 1245 - HOUSEKEEPING OPERATIONS

- CO1** Know about hotel linen and linen room operations.
- CO2** Know about sewing and uniform room operations.
- CO3** Understand laundry & implement the strain removal procedures.
- CO4** Understand different types of flowers arrangements.
- CO5** Analyse the different types of contract services.



BH 1246 - FRONT OFFICE MANAGEMENT PRACTICAL

- CO1** Explain the function and operation of the front office accounting systems, forms, formats, and PMS applications found in the front office.
- CO2** Construct a checkout system that helps to ensure a hotel's profitability while meeting the needs of guests by using effective procedures.
- CO3** Explain and perform the night audit function.
- CO4** Apply and explain skills necessary to seek employment in front desk/ front office supervision and management.
- CO5** Demonstrate the knowledge about various types of passports and visa in India.

BH 1247 - FOOD PRODUCTION AND PATISSERIE II PRACTICAL

- CO1** To know the classification, identification and cooking of basic commodities in food production industry
- CO2** To know the different kitchen agents (shortening, Raising, and moisturising agents)
- CO3** Basic knowledge about simple bakery operations
- CO4** To know about basic Indian Condiments and Spices.
- CO5** Understand about rice, cereals and pulses used in hotel industry.

BH 1248 - FOOD AND BEVERAGE SERVICE II PRACTICAL

- CO1** Know about different non-alcoholic beverages.
- CO2** Know about restaurant reservation system and room service.
- CO3** Know about harmful effects of tobacco use.
- CO4** Know about simple control measures used in restaurants.
- CO5** Identify and understand types of meals.

BH 1249 - HOUSE KEEPING OPERATIONS PRACTICAL

- CO1** Know about hotel linen and linen room operations.
- CO2** Know about sewing and uniform room operations.
- CO3** Understand laundry & implement the strain removal procedures.
- CO4** Understand different types of flowers arrangements.
- CO5** Analyse the different types of contract services.



SEMESTER III

BH 1342 - PRINCIPLES OF MANAGEMENT

- CO1** Acquire the knowledge of Management Process.
- CO2** Understand and apply the management function: Planning, organising, staffing, directing, and controlling.
- CO3** Meet the challenges of modern Management.
- CO4** Understand and apply managerial skills.
- CO5** Understand and apply process of management functions.

BH 1341 – FOOD SCIENCE & NUTRITION

- CO1** The students will understand about balanced diet.
- CO2** The students can understand how to become FBO.
- CO3** The students will be able to get thorough knowledge related to GMP & GHP
- CO4** Understand about different nutrients.
- CO5** Understand about different adulteration and food safety standards.

BH 1322 COMPUTER APPLICATION AND CYBER LAW

- CO1** The student knows about the basic concepts relating to computers.
- CO2** The student has elementary knowledge about computer hardware and software.
- CO3** Knowledge of operating systems.
- CO4** Knowledge regarding types of networks.
- CO5** Awareness about emerging cyber concepts.

BH 1343 - FOOD PRODUCTION AND PATISSERIE III

- CO1** To know the basic commodities of food production industry
- CO2** To know the different kitchen agents
- CO3** Basic knowledge about simple bakery operations
- CO4** To know about basic Indian Condiments and Spices
- CO5** To know the principles of indenting.



BH 1344 - FOOD AND BEVERAGE SERVICE III

- CO1** Know about the basics of alcoholic beverage.
- CO2** Know about beer and its production.
- CO3** Know about different types of wines, its production and wine regions.
- CO4** Know about different spirits and its Production.
- CO5** Know about other spirits like cedar Perry and sake.

BH 1346 – HOTEL LAWS

- CO1** Introduce students to the study of hospitality law and its impact on the hospitality industry.
- CO2** Recognise legal and ethical issues in the hospitality industry.
- CO3** Understand the agency relationship between business and their employees
- CO4** Understand the legal aspects of selecting and managing employees.
- CO5** Understand the legal aspects for hospitality and tourism industry.

BH 1347 - FOOD PRODUCTION AND PÂTISSERIE III PRACTICAL

- CO1** To know the basic commodities of food production industry
- CO2** To know the different kitchen agents
- CO3** Basic knowledge about simple bakery operations
- CO4** To know about basic Indian Condiments and Spices
- CO5** To know the principles of indenting.

BH 1348 - FOOD AND BEVERAGE SERVICE III PRACTICAL

- CO1** Know about the basics of alcoholic beverage.
- CO2** Know about beer and its production.
- CO3** Know about different types of wines, its production and wine regions.
- CO4** Know about different spirits and its Production.
- CO5** Know about other spirits like cedar Perry and sake.

BH 1323 COMPUTER APPLICATION AND CYBER LAW PRACTICAL

- CO1** The student knows about the basic concepts relating to computers.
- CO2** The student has elementary knowledge about computer hardware and software.



- CO3** Knowledge of operating systems.
- CO4** Knowledge regarding types of networks.
- CO5** Awareness about emerging cyber concepts.

SEMESTER IV

BH 1441 HOTEL ACCOUNTING

- CO1** Importance of Basic Accountancy objectives & Business transactions.
- CO2** Utilisation of Negotiable instruments.
- CO3** Maintain departmental accounts & transactions.
- CO4** Determine the books of journal, ledger, subsidiary & postings.
- CO5** Compile single, two, three columnar & Uniformed system of accounting.

BH 1442 - FOOD PRODUCTION AND PÂTISSERIE IV

- CO1** Ability to manage chocolate, bakery & confectionery.
- CO2** Gained knowledge about the larder department.
- CO3** Obtaining knowledge about buffet setup & design,
- CO4** Gained knowledge about accompaniment & garnishes.
- CO5** Gained knowledge about sandwiches & its filling.

BH 1443 - FOOD AND BEVERAGE SERVICE IV

- CO1** Know about Bar working and its operations.
- CO2** Know about classic cocktails and mocktails.
- CO3** Know about different banquet Functions, functioning and its operation.
- CO4** Know about various buffets and its planning and organizing.
- CO5** Know about planning and organizing various F& B outlets.

BH 1444 - ACCOMMODATION OPERATION & MANAGEMENT

- CO1** Plan their work schedule and staff job allocation.
- CO2** Forecast and prepare departmental budget.
- CO3** Track the purchasing and buying methods used in hotels.
- CO4** Analyse the different type of Pest & pest control methods.
- CO5** Implement the energy and water conservation procedures.



BH 1446 - RESEARCH METHODOLOGY

- CO1** The students will be familiar with the steps in research.
- CO2** The students will be able to submit research report.
- CO3** The students will get interest related to research.
- CO4** The students will be familiar with small projects in future.
- CO5** Demonstrate knowledge about the preparation of research report.

BH 1433 - MARKETING MANAGEMENT

- CO1** Students will demonstrate strong conceptual knowledge in the functional area of marketing management.
- CO2** Students will critically analyse an organization's marketing strategies.
- CO3** Students will evaluate marketing implementation strategies.
- CO4** Students will be able to judge products based on segmentation.
- CO5** Students will be able to judge products based on understand consumer behaviour.

BH 1447 - FOOD PRODUCTION AND PÂTISSERIE IV PRACTICAL

- CO1** Ability to manage chocolate, bakery & confectionery.
- CO2** Gained knowledge about the larder department.
- CO3** Obtaining knowledge about buffet setup & design,
- CO4** Gained knowledge about accompaniment & garnishes.
- CO5** Gained knowledge about sandwiches & its filling.

BH 1448 - FOOD AND BEVERAGE SERVICE IV PRACTICAL

- CO1** Know about Bar working and its operations.
- CO2** Know about classic cocktails and mocktails.
- CO3** Know about different banquet Functions, functioning and its operation.
- CO4** Know about various buffets and its planning and organizing.
- CO5** Know about planning and organizing various F& B outlets.



BH 1449 - ACCOMMODATION OPERATION & MANAGEMENT PRACTICAL

- CO1** Plan their work schedule and staff job allocation.
- CO2** Forecast and prepare departmental budget.
- CO3** Track the purchasing and buying methods used in hotels.
- CO4** Analyse the different type of Pest & pest control methods.
- CO5** Implement the energy and water conservation procedures.

SEMESTER V

BH 1541 - FOOD PRODUCTION AND PASTISERIE V

- CO1** Gain knowledge about geographical locations of different nation:
- CO2** Obtain knowledge about cooking style of different nations:
- CO3** Obtain knowledge about store management:
- CO4** Gain knowledge about developing new recipes & equipment's:
- CO5** The students enable to do quantity and portion control:

BH 1542 - FOOD AND BEVERAGE MANAGEMENT

- CO1** Know about management functions of F AND B department.
- CO2** Know about operating procedures followed in purchase, receiving, store departments.
- CO3** Know about different types of purchase and budgets.
- CO4** Know about different frauds can be happened in the department.
- CO5** Know about standard recipes, standard portion size, and menu planning.

BH 1543 - HOTEL FACILITY PLANNING

- CO1** Know about Hotel design and its considerations.
- CO2** Know about the basic terms and terminology of construction.
- CO3** Know about the different kitchen layout and equipment.
- CO4** Know about star Classification of Hotels in India as per Government guidelines.
- CO5** Know about project management and network analysis.



BH 1544 - HUMAN RESOURCES MANAGEMENT

- CO1** The students will get an idea related to HR functions in hospitality industry.
- CO2** The students get an idea related to history of HR formation.
- CO3** The students get an idea related to trade union and its functions
- CO4** The students get an idea related to benefits of employees in an organization (salary fixation, increment wages etc.)
- CO5** Understand about employee grievance and redressal.

BH 1535 - FINANCIAL MANAGEMENT

- CO1** Explain the concept of fundamental financial concepts, especially time value of money.
- CO2** Apply capital budgeting projects using traditional methods.
- CO3** Analyse the main ways of raising capital and their respective advantages and disadvantages in different circumstances.
- CO4** Integrate the concept and apply the financial concepts to calculate ratios and do the capital budgeting.
- CO5** Understand about need for and importance of investment.

BH 1551 - HOSPITALITY MANAGEMENT

- CO1** Know about the basic of hospitality management
- CO2** Know about the food and beverage service department and its basics.
- CO3** Know about the food production department and its basics operation.
- CO4** Know about the front office departments operation.
- CO5** Know about housekeeping operations in hotel.

BH 1545 - SOCIAL RESPONSIBILITY AND TOURISM

- CO1** Know about the basic of social responsibility.
- CO2** Know about the different tourisms.
- CO3** Know about the eco-friendly practices in tourism.
- CO4** Know about the different tourism operation.
- CO5** Understand the importance of NSS programmes.



SEMESTER VI

BH 1641 - IET, REPORT & SELF STUDY FOOD PRODUCTION

- CO1.** Gain hands-on experience in a real-world industrial setting, applying theoretical knowledge learned in the classroom to practical situations in food production.
- CO2.** Develop operational skills in food production processes such as mise en place, cooking techniques, food presentation, and kitchen management.
- CO3.** Understand the process of menu planning, recipe development, and menu engineering to cater to diverse customer preferences and dietary requirements.
- CO4.** Learn about quality control measures in food production, including ingredient sourcing, food hygiene, safety standards, and compliance with regulations.
- CO5.** Enhance time management skills by efficiently managing tasks and workflow in a fast-paced kitchen environment, ensuring timely preparation and service of food items.

BH 1642 - IET, REPORT & SELF STUDY FOOD AND BEVERAGE SERVICE

- CO1.** Students will gain a comprehensive understanding of menu items, ingredients, preparation methods, and presentation techniques. They will learn to adapt to different menu offerings and dietary requirements to meet the diverse needs of customers.
- CO2.** Students will learn about hygiene, safety, and quality standards in food and beverage service operations. They will understand the importance of maintaining cleanliness, food safety protocols, and adhering to industry regulations.
- CO3.** Students will develop teamwork and leadership skills by collaborating with colleagues to efficiently manage service workflows, handle peak hours, resolve conflicts, and ensure smooth operation of the food and beverage service department.
- CO4.** Through real-world scenarios encountered during the training, students will enhance their problem-solving and decision-making abilities. They will learn to address challenges such as customer complaints, equipment malfunctions, or unexpected situations with agility and professionalism.
- CO5.** Students will understand the significance of building and maintaining positive relationships with customers to enhance their dining experience. They will



learn to anticipate customer needs, handle feedback constructively, and cultivate customer loyalty.

BH 1643 - IET, REPORT & SELF STUDY HOUSEKEEPING

- CO1.** Students will gain hands-on experience in various housekeeping tasks such as room cleaning, laundry management, inventory control, and public area maintenance.
- CO2.** Students will understand and adhere to industry standards and best practices in housekeeping operations, including cleanliness, hygiene, and safety regulations.
- CO3.** Students will learn how to meet and exceed guest expectations through efficient and high-quality housekeeping services, contributing to overall guest satisfaction and loyalty.
- CO4.** Students will develop effective communication skills to interact with guests, colleagues, and supervisors, ensuring smooth coordination and problem-solving in housekeeping operations.
- CO5.** Students will demonstrate the ability to work collaboratively in a team environment and take on leadership roles when required, fostering a positive work culture and enhancing productivity.

BH 1644 - IET, REPORT & SELF STUDY FRONT OFFICE

- CO1.** Gain a comprehensive understanding of the operations and functions of a front office in various industries, including hospitality, healthcare, and corporate settings.
- CO2.** Develop excellent customer service skills to effectively interact with clients, guests, or customers in a professional and courteous manner.
- CO3.** Enhance verbal and written communication skills necessary for effective interaction with colleagues, superiors, and clients in a front office environment.
- CO4.** Acquire proficiency in administrative tasks such as managing appointments, handling phone calls, responding to emails, and maintaining records.
- CO5.** Develop the ability to identify and resolve common issues and challenges encountered in front office operations, such as handling complaints and resolving conflicts.



BMS (BACHELOR OF MANAGEMENT STUDIES) **- HOTEL MANAGEMENT** (2022 SYLLABUS)

COURSE OUTCOME



SEMESTER I

EN1111.4: LANGUAGE SKILLS

- CO1.** To familiarize students with English sounds and phonemic symbols
- CO2.** To enhance their ability in listening and speaking.
- CO3.** Listen to lectures, public announcements and news on TV and radio.
- CO4.** Engage in telephonic conversation.
- CO5.** Communicate effectively and accurately in English.

BH 1121: ELEMENTARY FRENCH

- CO1.** Students can satisfy requirement of everyday situations in hospitality industry
- CO2.** Students can understand various industry related terminologies.
- CO3.** Students are able to demonstrate good comprehension of written discourse in areas of special interests.
- CO4.** Students can narrate and describe in past, present and future time.
- CO5.** Students will create simple French recipes and menus, incorporating appropriate vocabulary for ingredients, cooking methods, and dining preferences.

BH 1141 - FRONT OFFICE OPERATIONS

- CO1.** Understand the role and function of the Front of Office
- CO2.** Identify stages of the guest cycle.
- CO3.** Understand the importance of communication in the department.
- CO4.** Know the procedures for creating reservation and checking in guests.
- CO5.** Know how to deal with guest requests during their stay.

BH 1142 - FOOD PRODUCTION AND PÂTISSERIE I

- CO1.** Basic knowledge about Food production industry
- CO2.** Understand the role and functions of the different star hotel kitchen.
- CO3.** Know the different cooking methods and fuels
- CO4.** Know the different kitchen equipment's and layout.
- CO5.** Know the basic vegetable, meat, fish...cuts.

BH 1143 - FOOD AND BEVERAGE SERVICE I

- CO1.** Know about food and beverage sectors.
- CO2.** Know about different styles of service.
- CO3.** Will understand and learn service etiquettes.
- CO4.** Students will learn the need of personality traits which a service professional should possess.
- CO5.** Understand different points and styles of service



BH 1144 - FUNDAMENTALS OF HOUSE KEEPING

- CO1.** Understand the structure function, Importance, and different sections of the housekeeping department.
- CO2.** Coordination with other departments of the hotel.
- CO3.** Perform different types of cleaning, keys & key controls.
- CO4.** Handling of cleaning equipment, cleaning agents & surfaces
- CO5.** Perform different types of clerical works in the department.

BH 1145 - FRONT OFFICE OPERATIONS PRACTICAL

- CO1.** Understand the role and function of the Front of Office
- CO2.** Identify stages of the guest cycle.
- CO3.** Understand the importance of communication in the department.
- CO4.** Know the procedures for creating reservation and checking in guests.
- CO5.** Know how to deal with guest requests during their stay.

BH 1146 - FOOD PRODUCTION AND PASTISERIE I PRACTICAL

- CO1.** Basic knowledge about Food production industry
- CO2.** Understand the role and functions of the different star hotel kitchen.
- CO3.** To Know the different cooking methods and fuels
- CO4.** To Know the different kitchen equipment's and layout
- CO5.** To know the basic vegetable, meat, fish cuts and preparations

BH 1147 - FOOD AND BEVERAGE SERVICE I PRACTICAL

- CO1.** Know about food and beverage sectors.
- CO2.** Know about different styles of service.
- CO3.** Will understand and learn service etiquettes.
- CO4.** Students will learn the need of personality traits which a service professional should possess.
- CO5.** Understand different points and styles of service.

BH 1148 - FUNDAMENTALS OF HOUSEKEEPING PRACTICAL

- CO1.** Understand the structure function, Importance, and different sections of the housekeeping department.
- CO2.** Coordination with other departments of the hotel.
- CO3.** Perform different types of cleaning, keys & key controls.
- CO4.** Handling of cleaning equipment, cleaning agents & surfaces
- CO5.** Perform different types of clerical works in the department.



SEMESTER II

EN1211.4 ENGLISH FOR CAREER

- CO1.** To familiarize students with different modes of general and academic writing.
- CO2.** To help them master writing techniques to meet academic and professional needs
- CO3.** To introduce them to the basics of academic presentation
- CO4.** To sharpen their accuracy in writing
- CO5.** To familiarize students with different modes of formal writing

BH 1241 - FRONT OFFICE MANAGEMENT

- CO1.** Explain the function and operation of the front office accounting systems, forms, formats, and PMS applications found in the front office.
- CO2.** Construct a checkout system that helps to ensure a hotel's profitability while meeting the needs of guests by using effective procedures.
- CO3.** Explain and perform the night audit function.
- CO4.** Apply and explain skills necessary to seek employment in front desk/ front office supervision and management.
- CO5.** Demonstrate the knowledge about various types of passports and visa in India.

BH 1242 - ENVIRONMENTAL MANAGEMENT

- CO1.** Regarding our environment and its importance.
- CO2.** Ecosystem and its concept, Biodiversity, its endangered and endemic species with reference to India.
- CO3.** Environmental Pollution, its effects and control measures.
- CO4.** Social issues and the Environment
- CO5.** Environment Protection act. Prevention and control of Pollution act

BH 1243 - FOOD PRODUCTION AND PÂTISSERIE II

- CO1.** To know the classification, identification and cooking of basic commodities in food production industry
- CO2.** To know the different kitchen agents (shortening, Raising, and moisturising agents)
- CO3.** Basic knowledge about simple bakery operations
- CO4.** To know about basic Indian Condiments and Spices.
- CO5.** Understand about rice, cereals and pulses used in hotel industry.



BH 1244 - FOOD AND BEVERAGE SERVICE II

- CO1.** Know about different non-alcoholic beverages.
- CO2.** Know about restaurant reservation system and room service.
- CO3.** Know about harmful effects of tobacco use.
- CO4.** Know about simple control measures used in restaurants.
- CO5.** Identify and understand types of meals.

BH 1245 - HOUSEKEEPING OPERATIONS

- CO1.** Know about hotel linen and linen room operations.
- CO2.** Know about sewing and uniform room operations.
- CO3.** Understand laundry & implement the strain removal procedures.
- CO4.** Understand different types of flowers arrangements.
- CO5.** Analyse the different types of contract services.

BH 1246 - FRONT OFFICE MANAGEMENT PRACTICAL

- CO1.** Explain the function and operation of the front office accounting systems, forms, formats, and PMS applications found in the front office.
- CO2.** Construct a checkout system that helps to ensure a hotel's profitability while meeting the needs of guests by using effective procedures.
- CO3.** Explain and perform the night audit function.
- CO4.** Apply and explain skills necessary to seek employment in front desk/ front office supervision and management.
- CO5.** Demonstrate the knowledge about various types of passports and visa in India.

BH 1247 - FOOD PRODUCTION AND PATISSERIE II PRACTICAL

- CO1.** To know the classification, identification and cooking of basic commodities in food production industry
- CO2.** To know the different kitchen agents (shortening, Raising, and moisturising agents)
- CO3.** Basic knowledge about simple bakery operations
- CO4.** To know about basic Indian Condiments and Spices.
- CO5.** Understand about rice, cereals and pulses used in hotel industry.

BH 1248 - FOOD AND BEVERAGE SERVICE II PRACTICAL

- CO1.** Know about different non-alcoholic beverages.
- CO2.** Know about restaurant reservation system and room service.
- CO3.** Know about harmful effects of tobacco use.
- CO4.** Know about simple control measures used in restaurants.
- CO5.** Identify and understand types of meals.



BH 1249 - HOUSE KEEPING OPERATIONS PRACTICAL

- CO1. Know about hotel linen and linen room operations.
- CO2. Know about sewing and uniform room operations.
- CO3. Understand laundry & implement the strain removal procedures.
- CO4. Understand different types of flowers arrangements.
- CO5. Analyse the different types of contract services.

SEMESTER III

BH 1342 - PRINCIPLES OF MANAGEMENT

- CO1. Acquire the knowledge of Management Process.
- CO2. Understand and apply the management function: Planning, organising, staffing, directing, and controlling.
- CO3. Meet the challenges of modern Management.
- CO4. Understand and apply managerial skills.
- CO5. Understand and apply process of management functions.

BH 1341 – FOOD SCIENCE & NUTRITION

- CO1. The students will understand about balanced diet.
- CO2. The students can understand how to become FBO.
- CO3. The students will be able to get thorough knowledge related to GMP & GHP
- CO4. Understand about different nutrients.
- CO5. Understand about different adulteration and food safety standards.

BH 1322 COMPUTER APPLICATION AND CYBER LAW

- CO1. The student knows about the basic concepts relating to computers.
- CO2. The student has elementary knowledge about computer hardware and software.
- CO3. Knowledge of operating systems.
- CO4. Knowledge regarding types of networks.
- CO5. Awareness about emerging cyber concepts.

BH 1343 - FOOD PRODUCTION AND PATISSERIE III

- CO1. To know the basic commodities of food production industry
- CO2. To know the different kitchen agents
- CO3. Basic knowledge about simple bakery operations
- CO4. To know about basic Indian Condiments and Spices
- CO5. To know the principles of indenting.



BH 1344 - FOOD AND BEVERAGE SERVICE III

- CO1.** Know about the basics of alcoholic beverage.
- CO2.** Know about beer and its production.
- CO3.** Know about different types of wines, its production and wine regions.
- CO4.** Know about different spirits and its Production.
- CO5.** Know about other spirits like cedar Perry and sake.

BH 1346 – HOTEL LAWS

- CO1.** Introduce students to the study of hospitality law and its impact on the hospitality industry.
- CO2.** Recognise legal and ethical issues in the hospitality industry.
- CO3.** Understand the agency relationship between business and their employees
- CO4.** Understand the legal aspects of selecting and managing employees.
- CO5.** Understand the legal aspects for hospitality and tourism industry.

BH 1323 COMPUTER APPLICATION AND CYBER LAW PRACTICAL

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BH 1347 - FOOD PRODUCTION AND PÂTISSERIE III PRACTICAL

- CO1.** To know the basic commodities of food production industry
- CO2.** To know the different kitchen agents
- CO3.** Basic knowledge about simple bakery operations
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- CO1.** Know about the basics of alcoholic beverage.
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- CO5.** Know about other spirits like cedar Perry and sake.



SEMESTER IV

BH 1441 HOTEL ACCOUNTING

- CO1. Importance of Basic Accountancy objectives & Business transactions.
- CO2. Utilisation of Negotiable instruments.
- CO3. Maintain departmental accounts & transactions.
- CO4. Determine the books of journal, ledger, subsidiary & postings.
- CO5. Compile single, two, three columnar & Uniformed system of accounting.
- CO6. Compare, verify & balance the bank reconciliation statement.

BH 1442 - FOOD PRODUCTION AND PASTISERIE IV

- CO1. Ability to manage chocolate, bakery & confectionery.
- CO2. Gained knowledge about the larder department.
- CO3. Obtaining knowledge about buffet setup & design,
- CO4. Gained knowledge about accompaniment & garnishes.
- CO5. Gained knowledge about sandwiches & its filling.

BH 1443 - FOOD AND BEVERAGE SERVICE IV

- CO1. Know about Bar working and its operations.
- CO2. Know about classic cocktails and mocktails.
- CO3. Know about different banquet Functions, functioning and its operation.
- CO4. Know about various buffets and its planning and organizing.
- CO5. Know about planning and organizing various F& B outlets.

BH 1444 - ACCOMMODATION OPERATION & MANAGEMENT

- CO1. Plan their work schedule and staff job allocation.
- CO2. Forecast and prepare departmental budget.
- CO3. Track the purchasing and buying methods used in hotels.
- CO4. Analyse the different type of Pest & pest control methods.
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BH 1446 - RESEARCH METHODOLOGY

- CO1. The students will be familiar with the steps in research.
- CO2. The students will be able to submit research report.
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- CO1.** Plan their work schedule and staff job allocation.
- CO2.** Forecast and prepare departmental budget.
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SEMESTER V

BH 1541 - FOOD PRODUCTION AND PÂTISSERIE V

- CO1.** Gain knowledge about geographical locations of different nation:
- CO2.** Obtain knowledge about cooking style of different nations:
- CO3.** Obtain knowledge about store management:
- CO4.** Gain knowledge about developing new recipes & equipment's:
- CO5.** The students enable to do quantity and portion control.



BH 1542 - FOOD AND BEVERAGE MANAGEMENT

- CO1.** Know about management functions of F AND B department.
- CO2.** Know about operating procedures followed in purchase, receiving, store departments.
- CO3.** Know about different types of purchase and budgets.
- CO4.** Know about different frauds can be happened in the department.
- CO5.** Know about standard recipes, standard portion size, and menu planning.

BH 1543 - HOTEL FACILITY PLANNING

- CO1.** Know about Hotel design and its considerations.
- CO2.** Know about the basic terms and terminology of construction.
- CO3.** Know about the different kitchen layout and equipment.
- CO4.** Know about star Classification of Hotels in India as per Government guidelines.
- CO5.** Know about project management and network analysis.

BH 1544 - HUMAN RESOURCES MANAGEMENT

- CO1.** The students will get an idea related to HR functions in hospitality industry.
- CO2.** The students get an idea related to history of HR formation.
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- CO4.** The students get an idea related to benefits of employees in an organization (salary fixation, increment wages etc.)
- CO5.** Understand about employee grievance and redressal.

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- CO1.** Explain the concept of fundamental financial concepts, especially time value of money.
- CO2.** Apply capital budgeting projects using traditional methods.
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- CO1.** Know about the basic of hospitality management
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- CO1.** Know about the basic of social responsibility.
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- CO3.** Know about the eco-friendly practices in tourism.
- CO4.** Know about the different tourism operation.
- CO5.** Understand the importance of NSS programmes.

SEMESTER VI

BH 1641 - IET, REPORT & SELF STUDY FOOD PRODUCTION

- CO1.** Gain hands-on experience in a real-world industrial setting, applying theoretical knowledge learned in the classroom to practical situations in food production.
- CO2.** Develop operational skills in food production processes such as mise en place, cooking techniques, food presentation, and kitchen management.
- CO3.** Understand the process of menu planning, recipe development, and menu engineering to cater to diverse customer preferences and dietary requirements.
- CO4.** Learn about quality control measures in food production, including ingredient sourcing, food hygiene, safety standards, and compliance with regulations.
- CO5.** Enhance time management skills by efficiently managing tasks and workflow in a fast-paced kitchen environment, ensuring timely preparation and service of food items.

BH 1642 - IET, REPORT & SELF STUDY FOOD AND BEVERAGE SERVICE

- CO1.** Students will gain a comprehensive understanding of menu items, ingredients, preparation methods, and presentation techniques. They will learn to adapt to different menu offerings and dietary requirements to meet the diverse needs of customers.
- CO2.** Students will learn about hygiene, safety, and quality standards in food and beverage service operations. They will understand the importance of maintaining cleanliness, food safety protocols, and adhering to industry regulations.
- CO3.** Students will develop teamwork and leadership skills by collaborating with colleagues to efficiently manage service workflows, handle peak hours, resolve conflicts, and ensure smooth operation of the food and beverage service department.
- CO4.** Through real-world scenarios encountered during the training, students will enhance their problem-solving and decision-making abilities. They will learn to



address challenges such as customer complaints, equipment malfunctions, or unexpected situations with agility and professionalism.

- CO5.** Students will understand the significance of building and maintaining positive relationships with customers to enhance their dining experience. They will learn to anticipate customer needs, handle feedback constructively, and cultivate customer loyalty.

BH 1643 - IET, REPORT & SELF STUDY HOUSEKEEPING

- CO1.** Students will gain hands-on experience in various housekeeping tasks such as room cleaning, laundry management, inventory control, and public area maintenance.
- CO2.** Students will understand and adhere to industry standards and best practices in housekeeping operations, including cleanliness, hygiene, and safety regulations.
- CO3.** Students will learn how to meet and exceed guest expectations through efficient and high-quality housekeeping services, contributing to overall guest satisfaction and loyalty.
- CO4.** Students will develop effective communication skills to interact with guests, colleagues, and supervisors, ensuring smooth coordination and problem-solving in housekeeping operations.
- CO5.** Students will demonstrate the ability to work collaboratively in a team environment and take on leadership roles when required, fostering a positive work culture and enhancing productivity.

BH 1644

IET, REPORT & SELF STUDY FRONT OFFICE

- CO1.** Gain a comprehensive understanding of the operations and functions of a front office in various industries, including hospitality, healthcare, and corporate settings.
- CO2.** Develop excellent customer service skills to effectively interact with clients, guests, or customers in a professional and courteous manner.
- CO3.** Enhance verbal and written communication skills necessary for effective interaction with colleagues, superiors, and clients in a front office environment.
- CO4.** Acquire proficiency in administrative tasks such as managing appointments, handling phone calls, responding to emails, and maintaining records.
- CO5.** Develop the ability to identify and resolve common issues and challenges encountered in front office operations, such as handling complaints and resolving conflicts.



M.Com FINANCE

(2018 SYLLABUS)

COURSE OUTCOME



SEMESTER – I

CO 211

BUSINESS ETHICS AND CORPORATE GOVERNANCE

- CO1.** Understand the foundational theories of Business Ethics, including sources, importance, and the factors influencing Business Ethics, alongside an introduction to benchmarks on codes of ethics and ethical decision-making in finance, marketing, and HR.
- CO2.** Acquire knowledge on building and maintaining organizational culture, managing cultural diversity, work ethics, and strategies for improving work-life balance through organizational socialization and work culture enhancement.
- CO3.** Comprehend the significance, objectives, and basic ingredients of Corporate Governance, including its global and Indian development phases, principles, theories, and the regulatory framework underpinning corporate governance practices.
- CO4.** Analyse the scope, relevance, and importance of Corporate Social Responsibility (CSR) as mandated by the Companies Act 2013, including the arguments for and against CSR, models of CSR, corporate governance evaluation methods, and the role of corporate philanthropy and citizenship.
- CO5.** Explore the concepts of corporate image and excellence, understanding the measures to achieve corporate excellence, the role of corporate leadership in fostering corporate image and excellence, and the impact of new initiatives on corporate governance and excellence.

CO 212

LEGAL FRAMEWORK FOR BUSINESS

- CO1.** Understand the regulatory framework governing business operations, including company formation, compliance with the Companies Act 2013, and the procedures for inter-corporate loans, investments, and financial audits.
- CO2.** Gain knowledge of various corporate laws beyond the Companies Act, such as the Limited Liability Partnership Act 2008 and the Insolvency and Bankruptcy Code 2016, including the processes for LLP functioning, dissolution, and corporate insolvency resolution.
- CO3.** Acquire insights into economic laws affecting business, including Foreign Direct Investment (FDI) policies, External Commercial Borrowings (ECB), foreign trade policies, and compliance with the Competition Commission of India.



- CO4.** CO4: Learn about the industrial and labour laws, including the Industrial Policy, regulatory mechanisms under IDRA, the significance of MSMEs in economic development, and the central and state schemes for MSME promotion.
- CO5.** Understand the implications of the Foreign Exchange Management Act and the Foreign Contribution (Regulation) Act 2010 for Indian businesses, including features, applications, opportunities, and challenges in foreign exchange and contribution regulation.

CO 213

RESEARCH METHODOLOGY

- CO1.** Gain an in-depth understanding of social science research principles, covering various research types and methods, to develop the qualities of a good researcher and adhere to research ethics.
- CO2.** Master the research process including problem identification, research gap analysis, hypothesis setting, and designing robust research with a focus on variable identification and research design development.
- CO3.** Acquire skills in sampling techniques and data collection methods, emphasizing the importance of choosing the right sample size, understanding sampling errors, and employing appropriate tools for data gathering.
- CO4.** Learn statistical estimation and hypothesis testing, encompassing both parametric and non-parametric tests, understanding the formulation of hypotheses, error types, and the application of statistical tests for data analysis.
- CO5.** Develop proficiency in research report writing and presentation, focusing on report types, content structuring, reporting style, documentation standards, and citation formats to ensure clear, effective communication of research findings.

CO 214

PLANNING AND DEVELOPMENT ADMINISTRATION

- CO1.** Understand the structure and dynamics of the Indian economy, including the relevance of various sectors, methods for computing national income, and the impact of inflation on the economy in comparison with leading global economies.
- CO2.** Gain insights into the planning mechanism in India, covering features, types, and phases of economic planning, as well as the roles of state and district planning boards.



- CO3.** Comprehend fiscal policy, the financial relationship between centre and state, resource allocation, budget preparation processes, and the distinctions between plan and non-plan expenditures through the evaluation of current budgets.
- CO4.** Analyse recent policy initiatives by the Niti Aayog and understand their structure, objectives, functions, and guiding principles, along with a study of initiatives like Make in India, Startup India, and Digital India for future development.
- CO5.** Explore the role and impact of state and local self-government in planning, with a focus on planning initiatives in Kerala, including the Kerala Perspective Plan, and the role, functions, and programs of local self-government.

CO 215

ADVANCED CORPORATE ACCOUNTING AND

- CO1.** Understand and apply the International Financial Reporting Standards (IFRS), including the scope and overview, for the preparation and presentation of final accounts, ensuring compliance with applicable accounting standards.
- CO2.** Gain expertise in handling insurance claims and managing investment accounts, including aspects like loss of stock, consequential loss, average clause, and the maintenance of columnar investment accounts.
- CO3.** Develop the ability to prepare consolidated financial statements for holding companies, encompassing concepts such as minority interest, pre-acquisition profits, cost of control or goodwill, and treatment of dividends, following Accounting Standard 21 (AS 21).
- CO4.** Acquire knowledge on the types and accounting for amalgamations, including the calculation of purchase consideration and accounting methods for amalgamation, along with handling inter-company investments.
- CO5.** Master the procedures and accounting practices for the liquidation of companies, including the preparation of the Statement of Affairs, Deficiency/Surplus Account, and the Liquidator's Final Statement of Account.



SEMESTER II

CO 221

E-BUSINESS & CYBER LAWS

- CO1.** Understand the fundamental concepts, differences, and technologies underlying e- business and e-commerce, along with the ability to discern between sustainable and disruptive technologies, E-Business models, and the steps involved in E-Business design.
- CO2.** Acquire knowledge on e-marketing versus traditional marketing, web presence goals, browsing behaviour, e-advertising, internet marketing trends, e-branding, e- marketing strategies, concepts of e-retailing, and the model for web-based information systems in e-retailing, enhancing skills in digital marketing and e-commerce strategies.
- CO3.** Develop competencies in e-business technologies including customer relationship management (CRM), selling-chain management, enterprise resource planning (ERP), supply chain management (SCM), e-procurement, knowledge repositories, data mining, and the use of social media platforms for business enhancement.
- CO4.** Gain an understanding of cyber law, its need, evolution, scope, jurisdiction in cyberspace related to e-commerce and e-governance, and Indian laws relating to intellectual property rights (IPR), preparing students to navigate legal aspects in the digital domain.
- CO5.** Comprehend cyber regulations, the process of cybercrime investigation and surveillance, internet privacy issues, cyber forensics, and relevant legal provisions under the IT Act 2000, IPC, and Evidence Act, equipping students with the knowledge to manage legal issues and cybercrime in the digital era.

CO 222

STRATEGIC MANAGEMENT

- CO1.** Understand the conceptual basis of strategic management, including the process, levels, and decision-making approaches, enhancing students' ability to develop strategic vision, mission, objectives, and goals, particularly in an international context.
- CO2.** Gain comprehensive knowledge of environmental and organizational analysis through tools such as PESTEL, SWOT, ETOP, and Porter's industry analysis, enabling the identification of competitive advantages and strategic opportunities.
- CO3.** Explore strategic alternatives and understand the criteria for their selection, including corporate level strategies, grand strategies, and sub-classifications such as diversification and retrenchment strategies.



- CO4.** Master the formulation of strategies using various analytical tools and frameworks such as GAP analysis, BCG matrix, and TOWS matrix, alongside developing functional strategies for production, marketing, finance, and HR.
- CO5.** Learn the intricacies of strategy implementation, evaluation, and control, including the structural, functional, and behavioural aspects, application of the McKinsey 7S Model, blue ocean strategy, and strategic audit techniques.

CO 223

QUANTITATIVE TECHNIQUES AND FINANCIAL

- CO1.** Understand the foundational principles and applications of probability theories, including event types, probability rules, combinatorial probability, and the Central Limit Theorem, facilitating their application in econometric analysis and research.
- CO2.** Master probability distributions including Binomial, Poisson, Normal, Beta, and Exponential distributions, comprehending their properties, applications, and fitting processes to analyse financial data effectively.
- CO3.** Gain expertise in financial econometrics, covering econometric modelling methodology, types of economic data analysis, model specification tests, and the principles of Least Square Estimates, ensuring the ability to conduct accurate econometric analyses.
- CO4.** Develop skills in univariate and multivariate analysis through understanding and applying Ordinary Least Squares (OLS) for regression analysis, testing for normality, stationarity, and multicollinearity, and performing diagnostic checks for regression models.
- CO5.** Acquire proficiency in using SPSS for data processing and analysis, including data preparation, frequency tables, and graphs creation, and executing statistical tests such as t-tests, Chi-square tests, factor analysis, and ANOVA for comprehensive data analysis.

CO 224

INTERNATIONAL BUSINESS

- CO1.** Understand the fundamental concepts, nature, and significance of international business, including stages of internationalization and methods for entering foreign markets, through the examination of case studies on subsidiaries and acquisitions.
- CO2.** Analyse the theoretical foundations of international business, including theories of mercantilism, absolute and comparative advantage, opportunity cost, and the eclectic theory of international production, supported by relevant case studies.



- CO3.** Comprehend the complexities and nature of the legal framework governing international business, including code and common laws, international contracts, and payment terms.
- CO4.** Evaluate the role and impact of multilateral agreements and institutions on international business, understanding economic integration forms, regional blocks, and the promotional and regulatory roles of organizations like IMF, World Bank, WTO, and UNCTAD.
- CO5.** Examine the nature, decision-making processes, and impacts of multinational companies (MNCs) on host countries, including technology transfer, employment, management practices, and the challenges posed by MNCs in developing countries through case studies.

CO 225

INVESTMENT MANAGEMENT

- CO1.** Understand the fundamental concepts and dimensions of investment, including the distinctions between economic, physical, and financial investments, as well as between investment, speculation, and gambling, leading to an informed selection of various investment avenues.
- CO2.** Gain comprehensive knowledge of financial markets and interest rate mechanisms, including online trading, the depository system, and the dynamics between markets and interest rates, to facilitate effective decision-making in financial investments.
- CO3.** Develop an in-depth understanding of personal finance management, encompassing financial literacy, asset, insurance, and investment planning, along with retirement, estate, and tax planning strategies for various levels of personal finance.
- CO4.** Acquire insights into behavioural finance, including the investment decision cycle, judgment under uncertainty, biases, and behavioural pricing, to better understand investor behaviour and market dynamics.
- CO5.** Master financial modelling techniques using spreadsheets, including database framing, chart creation, finance function utilization, and valuation models, enhancing analytical skills in investment evaluation and management.



SEMESTER III

CO 231U -INCOME TAX PLANNING AND MANAGEMENT

- CO1.** Understand the fundamentals of Income Tax law, including the computation of tax for individuals, companies, and firms, along with relevant accounting standards and tax information, fostering a comprehensive understanding of tax obligations and procedures.
- CO2.** Acquire the ability to differentiate between tax planning, tax evasion, and tax avoidance, and apply strategic tax management practices to optimize tax liabilities under various heads of income while understanding the importance and limitations of tax planning including tax audit, advance payments, and rebates.
- CO3.** Develop expertise in tax planning and management for individuals, focusing on tax incidence, taxable income, financial decisions affecting tax liabilities, and compliance requirements such as e-filing, tax credits, and appeals, enhancing personal tax efficiency.
- CO4.** Gain insights into tax planning for firms, AOPs, and BOIs, understanding the tax impact on business decisions, the significance of tax planning in the change of constitution, conversion processes, and strategic tax considerations for inter-partner transactions.
- CO5.** Master tax planning and management for companies and international taxation, including MAT provisions, corporate tax decisions, international double taxation relief, transfer pricing, and taxation of e-commerce transactions, equipping students with the skills to navigate complex tax scenarios in a global business environment.

CO 232F

SECURITY ANALYSIS AND PORTFOLIO

- CO1.** Understand and apply the principles of security analysis through comprehensive fundamental analysis, including economic, industry, and company-wide factors, leading to the estimation of intrinsic value.
- CO2.** Employ technical analysis tools and theories for predicting market and individual share trends, understanding the premises of technical analysis, and the basics of the Efficient Market Hypothesis.
- CO3.** Master the concepts and techniques for valuing securities, including fixed income securities, debentures, bonds, preference shares, and equity shares using various valuation models.
- CO4.** Acquire knowledge in portfolio management principles, including diversification, risk measurement, and portfolio construction approaches, along with traditional and modern portfolio theories.



- CO5.** Analyse and implement strategies for portfolio revision and evaluation, understanding the need for portfolio revision, strategies for it, and methods for portfolio performance evaluation.

CO 233 F

INTERNATIONAL FINANCIAL

- CO1.** Gain comprehensive insight into the scope, significance, and components of international financial management, including the structure and recent trends in global financial markets, preparing students for effective financial management in multinational corporations.
- CO2.** Understand the intricacies of the foreign exchange market, including exchange rate mechanisms, theories, historical systems, and the concept of currency pegging, facilitating an adeptness in navigating exchange rate implications on international financial operations.
- CO3.** Develop proficiency in foreign exchange risk management through a deep dive into the markets for foreign exchange and derivatives, including futures, options, and swaps, enabling the application of risk management techniques in international finance.
- CO4.** Acquire knowledge of various international financial instruments such as equity (ADR, GDR, IDR), debt (Foreign Bonds, Euro Bonds, Global Bonds, Convertible Bonds, Floating Rate Notes), and quasi-instruments, along with the mechanisms of financial swaps, parallel and back-to-back loans, equipping students with the ability to select and manage appropriate instruments for global operations.
- CO5.** Analyse foreign direct investment (FDI) by understanding its types, theories, current issues, and the role of foreign institutional investors (FIIs) in India, alongside assessing international investment decisions against risks like currency, political, inflation, and country risks, to formulate strategic investment decisions on a global scale.

CO 234F

STRATEGIC COST AND MANAGEMENT

- CO1.** Understand and apply Marginal Costing Techniques to decision-making scenarios including pricing, make or buy decisions, and resource optimization, reflecting a fundamental grasp of cost-behaviour implications in various business contexts.
- CO2.** Analyse and implement Process Costing methods across diverse operational settings, focusing on inter-process profit management, work-in-progress accounting, and the handling of process losses, thereby enhancing proficiency in manufacturing and service cost management.



- CO3.** Master Standard Costing and Variance Analysis techniques to manage and control material, labour, overhead, and sales variances, facilitating reconciliation of budgeted and actual costs and revenues, which is crucial for financial planning and control.
- CO4.** Evaluate and apply different Transfer Pricing methods, understanding their impact on divisional performance and international transactions, to make informed decisions that align with organizational strategy and market conditions.
- CO5.** Develop strategic perspectives on cost and management accounting by exploring advanced concepts such as Cost Accounting Standards, Revenue Management, Enterprise Performance Management, and Customer Relationship Management, thereby enabling better decision-making, business intelligence, and performance optimization.

SEMESTER IV

CO 241W

GOODS AND SERVICE TAX & amp; CUSTOMS DUTY- LAW AND PRACTICE

- CO1.** Understand the conceptual foundation and evolution of Indirect Taxes in India, distinguishing between Direct and Indirect Taxes, and grasp the constitutional provisions related to Goods and Service Tax (GST) and Customs Act to facilitate expert knowledge acquisition.
- CO2.** Acquire comprehensive understanding and application skills of the Goods and Service Tax (GST) including its features, types (CGST, IGST, SGST, UTGST), rate structures, and the specific provisions of the Kerala GST, aiming at benefiting the economy, industry, trade, and taxpayers.
- CO3.** Gain in-depth knowledge of the main provisions of GST, covering the various definitions, the mechanism of tax levy, collection, input tax credit, registration processes, tax invoice requirements, and the utilization of information technology in GST management including audits, assessments, and refunds.
- CO4.** Understand the administrative framework of GST, including the roles of the GST Council, the procedures for inspection, search, seizure, and arrest, the mechanisms for demand and recovery of tax, and the functions of the GST Network (GSTN) in providing an information infrastructure.
- CO5.** Develop expertise in handling appeals, revisions, offences, and penalties under GST, along with a detailed understanding of Customs Duty, its role in international trade, assessment procedures, penalties, and the procedures for import and export, including valuation and taxation of goods.



CO 242F

RISK MANAGEMENT AND DERIVATIVES

- CO1.** Understand the diverse nature of risk and uncertainty, categorize different types of risks including pure, speculative, strategic, operational, and financial risks, and evaluate methods for forecasting and managing these risks.
- CO2.** Master the fundamentals of risk management, including its definition, objectives, and the comprehensive steps involved in the risk management process, alongside understanding the benefits and the evolving scope of risk management practices.
- CO3.** Gain a comprehensive knowledge of derivatives, their history, economic benefits, and classifications, including a detailed understanding of the derivatives market in India, and the role and functioning of various derivative instruments like forwards, futures, options, and swaps.
- CO4.** Develop skills in hedging and risk management through the application of derivatives, understanding various hedging strategies with options, futures, and swaps, and explore speculative and arbitrage strategies in the context of financial markets.
- CO5.** Learn the principles and models for the pricing and valuation of derivatives, including the Binomial model, Black & Scholes model, and the Cost of Carry model, and understand the accounting treatment for derivatives as per the guidelines of ICAI.

CO 243F

ACCOUNTING STANDARDS

- CO1.** Understand the organizational structure, process, and setup involved in the development of accounting standards in India, including the role of major accounting bodies and the convergence with International Financial Reporting Standards (IFRS).
- CO2.** Apply the principles of accounting policies and the valuation of inventories as per AS 1 and AS 2, including the various cost formulae and revenue recognition methods outlined in AS 9.
- CO3.** Grasp the concepts related to the accounting of fixed assets, depreciation, and intangible assets as per AS 10, AS 6, and AS 26, focusing on the cost composition, depreciation policies, and amortization of intangible assets.
- CO4.** Analyse and apply accounting treatments for leases and segment reporting under AS 19 and AS 17, including the distinction between finance and operating leases, and the identification and reporting of business and geographical segments.



- CO5.** Evaluate the implications of earnings per share and impairment of assets as governed by AS 20 and AS 28, including calculations of basic and diluted EPS, and the assessment and reversal of impairment losses, along with understanding the accounting for taxes on income as per AS 22, focusing on deferred and current tax, and the treatment of timing differences.

CO 244S

MANAGEMENT OPTIMIZATION TECHNIQUES

- CO1.** Understand and apply optimization techniques for intelligent decision-making and modelling in resource utilization, grasping the steps from problem definition to model formulation.
- CO2.** Master the principles of Linear Programming, including formulation, solution methods like the simplex method, and understanding duality to solve optimization problems effectively.
- CO3.** Analyse and solve transportation and assignment problems using various methods such as Northwest Corner Rule, Lowest Cost Entry Method, Vogel's Approximation Method, and the Hungarian Method, along with addressing specific challenges like degeneracy and unbalanced problems.
- CO4.** Apply Game Theory to solve pure and mixed strategy games using methods like the Payoff Matrix, Minimax, Saddle Point, and Arithmetic Method, understanding strategic decision-making in competitive environments.
- CO5.** Utilize advanced optimization techniques in real-world applications, including replacement theory, queuing theory, inventory management, simulation through the MONTE CARLO Method, and project scheduling and monitoring with network analysis, PERT, and project crashing.



M.A ENGLISH LANGUAGE AND LITERATURE

(2017 SYLLABUS)

COURSE OUTCOME



SEMESTER 1

PAPER-I - EL 211: CHAUCER TO THE ELIZABETHAN AGE

- CO1** Display an awareness of the major historical events and the socio-cultural context which shaped the medieval and early Renaissance period and literature.
- CO2** Explain the impact of the Renaissance on the thought and literature of the period.
- CO3** Explain how socio-historical factors have influenced individual texts and how individual texts are representative of their age.
- CO4** Identify and explain the formal and literary features and genre and text, and how they contribute to the complexity of values and emotions represented in the texts.
- CO5** Analyse and explain the similarities and differences between various types of drama of the age.
- CO6** Demonstrate how different critical perspectives have resulted in various readings of selected texts.

PAPER-II - EL 212: SHAKESPEARE STUDIES

- CO1** Evaluate the significance of the socio-political and historical events which shaped the perspective for the Elizabethan Age.
- CO2** Relate the texts selected for study to the genres/ sub-genres they belong to and identify and explain their formal/ stylistic/ literary features.
- CO3** Identify discourses addressed in the plays and critically evaluate them.
- CO4** Analyse the similarities and differences between the various types of drama.
- CO5** Attempt critical reviews of Shakespearean plays based on contemporary theoretical perspectives and their reworking/ adaptations.

PAPER-III - EL 213: THE AUGUSTAN AGE

- CO1** Gain a comprehensive understanding of Puritanism, its aftermath and subsequent fall and the restoration of the monarchy in England.
- CO2** Display an awareness of specific features of Neo-Classicism in English literature.
- CO3** Acquire a critical understanding of the emergence and popularity of prose and novel in England, during the period.
- CO4** Assess critically the conflicting trends in the literature of the age



PAPER-IV- EL 214: ROMANTICS AND VICTORIANS

- CO1** Relate the texts selected for study to the genres they belong to and identify and explain the structural, formal, stylistic and literary features.
- CO2** Display an awareness of the contributions of the poets, novelists and prose writers.
- CO3** Explain and analyse the similarities and differences between the different types of novels of the Romantic and Victorian age.
- CO4** Understand the social and literary changes that influenced drama in the century.
- CO5** Evaluate the implications of the critical responses of the period.

SEMESTER II

PAPER V- EL - 221: FROM MODERNISM TO THE PRESENT

- CO1** Demonstrate an understanding of how the age affected the literature and the various genres.
- CO2** Demonstrate a knowledge of the major movements that influenced British and European literatures.
- CO3** Analyse critically and explain the features of Modernism.
- CO4** Evaluate critically the texts in terms of their stylistic and formal features.

PAPER VI- EL - 222: INDIAN WRITING IN ENGLISH

- CO1** Display an in-depth awareness of the major historical events and the socio-cultural contexts which moulded the various genres in Indian Writing in English.
- CO2** Analyse how the sociological, historical, cultural and political context impacted the texts selected for study.
- CO3** Evaluate critically the contributions of major Indian English poets, dramatists, prose writers, novelists, and short story writers.
- CO4** Develop literary sensibility and display an emotional response to the literary texts and cultivate a sense of appreciation for them.
- CO5** Apply the ideas encapsulated in Indian Aesthetics to literary texts

PAPER VII- EL - 223: AMERICAN LITERATURE

- CO1** Demonstrate an awareness of the socio-political and cultural history of America.
- CO2** Identify key ideas and characteristic perspectives or attitudes as expressed in American literature.



- CO3** Demonstrate knowledge of the contributions of major literary periods, works and persons in American literature and recognize their continuing significance.
- CO4** Evaluate the thoughts, beliefs, customs, struggles, and visions of African-American writers.
- CO5** Compare/ contrast literary works through an analysis of genre, theme, character, and other literary devices.

PAPER VIII - EL 224: CRITICAL STUDIES I

- CO1** Sharpen their analytical and critical faculties drawing inspiration from the readings provided.
- CO2** Gain an idea of the evolution of critical thinking in Europe and India in the 20th and 21st centuries.
- CO3** Understand the function of language in the construction and analysis of literary and cultural phenomena.
- CO4** Gain an insight into the interconnected nature of these major schools of thought leading to a shift from the paradigmatic to the syntagmatic.

SEMESTER III

PAPER I - EL 231: LINGUISTICS AND STRUCTURE OF THE ENGLISH LANGUAGE

- CO1** Have developed an awareness of the basic nature, branches, and history of linguistics.
- CO2** Have become familiar with contrastive linguistics.
- CO3** Are able to analyse language units based on their phonological, morphological and syntactical features.
- CO4** Have developed an awareness of the principles and limitations of ICA and PSG.
- CO5** Are able to explain the transformation of sentences based on TG grammar

PAPER X - EL 232 - CRITICAL STUDIES II

- CO1** Postmodernism - As a theory of history, society, culture, art and literature, the theory questions the superiority of order and the unity of experience. Students learn to celebrate fragmentation which obliterates the illusion of the text as 'real' and provides multiple interpretations and even parody.
- CO2** Cultural Materialism - The theory combines attention to the historical context, theoretical method, political commitment and textual analysis. Students can come to a realisation that the meanings of literary texts are not fixed by a universal



criterion: rather they are always in play and often subject to politically radical appropriations.

- CO3** New Historicism - Focuses on the historicity of literary texts and the textuality of history by analysing them in the context of power and ideology at a given time. Students learn to believe in the impossibility of an objective analysis of history.
- CO4** Post colonialism - Students learn to understand the political, social, cultural and psychological operations of the colonialist and anti-colonialist ideologies. They also learn to understand the way in which a text reinforces or resist colonialism's oppressive ideology.
- CO5** Nationalism and Post Nationalism - Students learn the contradiction between the desire for homogeneity and diversity that is within the nation that makes the issue of nation and nationalism more problematic.

PAPER X1 - EL - 233.1: EUROPEAN DRAMA

- CO1** Trace the conditions that facilitated the origin and evolution of drama as a literary genre in Europe.
- CO2** Display a comprehensive awareness of the aesthetic and socio-moral principles that governed the art of dramaturgy in Europe down the ages.
- CO3** Claim acquaintance with the defining art of the major theatrical. movements that came into being at the post-World War era in Europe, and connect them to their respective sociological backgrounds.
- CO4** Critically analyse a play with reference to the component elements of drama, as well as to identify the themes reflected in the plot.
- CO5** Attempt dramatic compositions.

PAPER XII - EL - 234.2: AFRICAN AND CARIBBEAN LITERATURE

- CO1** Appreciate the diversity of voices from Africa and Caribbean and to enable them to read texts in relation to the historical and cultural contexts.
- CO2** Understand the debates and concepts emerging from the field of African-Caribbean Studies.
- CO3** Develop the ability to think critically about African - Caribbean Diaspora



SEMESTER IV

PAPER XIII - EL 241 : ENGLISH LANGUAGE TEACHING

- CO1** Have acquired knowledge of the historical and current theories in ELT.
- CO2** Be able to assess critically the implications of the various approaches, methods and techniques.
- CO3** Have developed the ability to critically evaluate syllabi, teaching materials and evaluation procedures.

PAPER XIV - EL 242 - CULTURAL STUDIES

- CO1** Develop theoretical tools and critical perspectives to interrogate the advertisement, film, television, newspaper and internet texts that saturate our lives.
- CO2** Do a revisionary reading of the concept of culture, viewing it as a discourse that openly critiques the concept of high and low culture.
- CO3** Discuss figurations of popular and also the interplay between the dominant and the subordinated.
- CO4** Emphasize the fact that media cannot exist outside the ideological constraints and became constitutive of the ideology it re-presents.
- CO5** View a wide array of cultural artefacts or even simple everyday objects that gain a cultural status when seen from the perspective of visual culture studies.
- CO6** Think objectively and challenge the essentialist notions of homosexuality and heterosexuality that exist in mainstream of discourse.
- CO7** Deconstruct the hetero/ homo dichotomy in discussions of sexuality.

PAPER XV - EL 243.5 - TRAVEL WRITING

- CO1** Display an awareness of the evolution of travel writing, its distinctive features, and to distinguish between its various forms.
- CO2** Identify the cross-links between travel writing and other genres such as memoirs, history, ethnography, anthropology and so on.
- CO3** Develop a conscious understanding of the various nuances of the author's subjectivity and perceptions that colour the narrative on place.
- CO4** Undertake a critical reading of travel texts to unearth probable subtexts.
- CO5** Display an awareness regarding the many cultural connotations and prejudices that are embedded in many travel narratives.



PAPER XVI - EL 244.5: THEORIZING SEXUALITIES

- CO1** Appreciate, if not accept the viewing of gender as a continuum.
- CO2** Critically analyse different gender self-identification preferences such as transgender and inter-genders rather than seeing the polar genders male and female as the only 'natural ones.
- CO3** Show sensitivity to the legal and social persecution faced by persons belonging to the LGBTQI or simply, Queer, community in societies across the world and view their rights as human rights.
- CO4** Exercise an enhanced openness and honesty when encouraging/ generating discourse on matters of sexuality and gender roles



M.A ENGLISH LANGUAGE AND LITERATURE

(2022 SYLLABUS)

COURSE OUTCOME



SEMESTER I

EL.511: BRITISH LITERATURE I

- CO1.** Comprehended the various socio-political and literary movements from the Anglo-Saxon to the age of Transition.
- CO2.** Identified the writers and their works of the period from Anglo-Saxon to the age of Transition.
- CO3.** Analysed the characteristic literary styles of the essayists, dramatists, and writers from Anglo-Saxon to the age of Transition.

EL.512: BRITISH LITERATURE II

- CO1.** Comprehended the various socio-political and literary movements from the Romantic Age period to 20th century.
- CO2.** Identified the writers and their works of the period from Romantic Age period to 20th century.
- CO3.** Analysed the characteristic literary styles of the essayists, dramatists, and writers from Romantic Age period to 20th century.

EL.513: SHAKESPEARE STUDIES

- CO1.** Gained competence to critically analyse the selected plays and sonnets of Shakespeare.
- CO2.** Gained an understanding of the critical perspectives on Shakespeare.
- CO3.** Developed an overview of Shakespeare performances and adaptations and their influence on English language and literature through the ages.

EL.514: LANGUAGE STUDIES

- CO1.** Understood the basic concepts, branches and history of linguistics.
- CO2.** Learned to describe and analyze language units based on their phonological, morphological and syntactical features
- CO3.** Learned to explain the transformation of sentences based on TG grammar
- CO4.** Gained competence to use language effectively with a conscious understanding of its features, syntactic structures and uses



SEMESTER II

EL.521: WORLD LITERATURES I

- CO1.** Recognised the various socio-cultural and political experiences and expressions seen in world literatures
- CO2.** Learned the theoretical grounding to read literatures in English from different regions
- CO3.** Recognised the ways in which transcultural flows affect the readings of texts across social and historical borders
- CO4.** Analysed the discursive reach of English in shaping imaginative journeys across continents
- CO5.** Gained an understanding through reading, discussion and writing about literatures in different genres

EL.522: LITERATURES OF INDIA

- CO1.** learned to distinguish the theoretical positions that present Indian literature as an essentialist category
- CO2.** Identified the category of ' Literatures of India' in relation to the emerging discourses of nation, marginality, region, and resistance
- CO3.** learned to interpret the reading of literatures of India in vernacular ways through insightful critical perceptions.
- CO4.** Understood the role of translation in the making and unmaking of literary traditions

EL.523: GENDER STUDIES

- CO1.** Interrogated and analyzed gendered performance and power in a range of social spheres.
- CO2.** Analyzed patriarchal socio-political-historic structures and cultural representations and discourses
- CO3.** Explored and deepened their gender-related perspectives on gender laws, activism, policy/advocacy.
- CO4.** Arrived at critically informed readings of literary texts and cultural practices with an understanding of the politics of gender
- CO5.** Understood the positioning of intersectional gender identities in the process of development.



EL.524: CRITICAL STUDIES I

- CO1.** Critically analysed literary and cultural texts using the foundational concepts explored in this course.
- CO2.** Gained the critical acumen to negotiate contested knowledge systems.
- CO3.** Learned to steer the theoretical paradigms and unsettle disciplinary boundaries.

SEMESTER III

EL.531: WORLD LITERATURES II

- CO1.** Recognised the various socio-cultural and political experiences and expressions seen in world literatures
- CO2.** Learned the theoretical grounding to read literatures in English from different regions
- CO3.** Recognised the ways in which transcultural flows affect the readings of texts across social and historical borders
- CO4.** Analysed the discursive reach of English in shaping imaginative journeys across continents
- CO5.** Gained an understanding through reading, discussion and writing about literatures in different genres by writers who have significantly influenced world literatures

EL.532: CRITICAL STUDIES II

- CO1.** Understood new directions that inform the terrain of contemporary critical theory.
- CO2.** Attained the reflexivity to engage with theory and critical practices
- CO3.** Gained critical acumen to pursue interdisciplinary academic interests.

EL 533.4: AMERICAN LITERATURE

- CO1.** Develop an awareness of the socio-political and cultural history of America
- CO2.** Identify key ideas and characteristic perspectives or attitudes as expressed in American literature
- CO3.** Demonstrate knowledge of the contributions of major literary periods, works and persons in American literature and recognize their continuing significance.
- CO4.** Reflect the thoughts, beliefs, customs, struggles, and visions of African American writers.



- CO5.** Compare/contrast literary works through an analysis of genre, theme, character, and other literary devices

EL.534.2: AFRICAN AND CARIBBEAN LITERATURE

- CO1.** Appreciate the diversity of literary voices from Africa and the Caribbean and to enable them to read texts in relation to the historical and cultural contexts
- CO2.** Understand the debates and concepts emerging from the field of African-Caribbean Studies
- CO3.** Develop the ability to think critically about African Caribbean Diaspora

EL.535.6: CONTENT WRITING

- CO1.** Be familiar with the peculiarities of web content and its role in digital marketing.
- CO2.** Display awareness regarding the basic's strategies of digital marketing.
- CO3.** Be familiar with digital platforms and the formats of online publication.
- CO4.** Optimize their writing skills for multiple digital media platforms as per the required style and specifications.
- CO5.** Be aware of the ethical and legal concerns in digital content creation.

SEMESTER IV

EL.541: KERALA CULTURE AND LITERATURE

- CO1.** Understood the socio-cultural specificities and nuances that shaped Kerala
- CO2.** Understood the inherent ironies and contradictions within Kerala and imbibe a sense of everyday critique
- CO3.** Learned from lived everyday experiences
- CO4.** Developed a sense of creative and critical thinking
- CO5.** Understood the socio-cultural plurality that defines Kerala through divergent historical/cultural formations.

EL.542: ENGLISH LANGUAGE TEACHING: THEORY AND PRACTICE

- CO1.** Acquired knowledge of the evolution of ELT as a discipline, especially in India.
- CO2.** Gained knowledge of the theoretical frameworks that inform ELT practices.
- CO3.** Learned to assess critically the implications of the various approaches, methods and techniques.
- CO4.** Developed the ability to critically evaluate syllabi, teaching materials and evaluation procedures.



EL.543: CULTURAL STUDIES

- CO1.** Developed a thorough understanding of the origin and evolution of Cultural Studies, major theorists and their contributions
- CO2.** Gained sufficient knowledge about methodology and praxis of cultural studies
- CO3.** Gained competence to analyse and evaluate cultural texts and practices critically

EL.544.5: THEORIZING SEXUALITIES

- CO1.** Appreciate, if not accept the viewing of gender as a continuum
- CO2.** Display an awareness of different sexualities such as lesbian, gay and bisexual rather than seeing heterosexuality as the only 'natural' or 'decent' lifestyle option
- CO3.** Critically analyse different gender self-identification preferences such as transgender and inter-genders rather than seeing the polar genders male and female as the only 'natural' ones
- CO4.** Show sensitivity to the legal and social persecution faced by persons belonging to the lgbti or simply, queer, community in societies across the world and view their rights as human rights
- CO5.** Exercise an enhanced openness and honesty when encountering/ generating discourse on matters of sexuality and gender roles



MASTER OF TOURISM & TRAVEL MANAGEMENT

(2022 SYLLABUS)

COURSE OUTCOME



SEMESTER I

MT511

TOURISM PRINCIPLES AND PRACTICES

- CO1.** Familiarizing student with the fundamental concept, growth and development of tourism.
- CO2.** Imparting knowledge to the students about the organizations in tourism industry.
- CO3.** Understand the importance of tourism legislation and its usage in the current scenario
- CO4.** To understand the measurement of tourism and impact of tourism.
- CO5.** To study the system, elements and motivational factors of tourism

MT512

TOURISM PRODUCTS

- CO1. Educating students about the concept of tourism product.
- CO2. Familiarizing the important natural tourism products of India
- CO3. Imparting knowledge about cultural tourism resources of India.
- CO4. Identifying emerging tourism products and its availability.
- CO5. Conceptualize a tour itinerary based on variety of themes

MT513

BUSINESS COMMUNICATION

- CO1. To improve the oral and written communication skills of tourism administrators.
- CO2. To establish rapport with tourists, to gain their goodwill and confidence.

MT514

PRINCIPLES OF MANAGEMENT

- CO1. To provide basic knowledge about the various concepts of management.
- CO2. To develop the skills needed to manage an institution related to tourism.

MT515

RESEARCH METHODS FOR TOURISM

- CO1. To know the role of research in effective decision-making.
- CO2. To familiarize with the fundamental concepts and various techniques of research that can be used in tourism business and management



SEMESTER II

MT52

HOSPITALITY MANAGEMENT

- CO1. Understanding the essentials of hospitality industry.
- CO2. Educating students on the evolution of hospitality industry.
- CO3. Acquiring knowledge of different hospitality departments and its various functions.
- CO4. Familiarizing students on the marketing of accommodation establishments.
- CO5. To inculcate a culture of hospitality among students

MT522

MANAGEMENT OF TRAVEL AGENCY AND TOUR OPERATORS' BUSINESS

- CO1. To familiarize with travel agency and its formation and recognition.
- CO2. To understand the operations in a travel agency such as ticketing, visa etc.
- CO3. To study the various operations of a tour operator.
- CO4. To enable the students to prepare tour itineraries.
- CO5. To familiarize with tour packaging and tour costing.

MT523

FRENCH

- CO1. To familiarize the students with the French language and culture
- CO2. To comprehend, converse and write simple day to day activities in French with an emphasis to tourism related situations.
- CO3. To acquaint the students with the important touristic places and monuments in France

MT524

EVENT MANAGEMENT

- CO1. To equip the students with the essentials of Event Management and MICE
- CO2. To develop the basic skills for conducting Events

MT525

ACCOUNTING FOR BUSINESS

- CO1. To get a basic understanding about the accounting principles and practices.
- CO2. To make the student capable of preparing final accounts of a small business both manually and using Tally.



SEMESTER III

MT531

WORLD TRAVEL GEOGRAPHY

- CO1. Studying the relationship of geography and tourism
- CO2. To familiarize students on destinations of North and South America and its tour itineraries.
- CO3. To familiarize students on destinations of Europe and its tour itineraries.
- CO4. To familiarize students on destinations of Asia & Oceania and its tour itineraries.
- CO5. To familiarize students on destinations of Africa & Antarctica and its tour itineraries

MT532

TOURISM PLANNING & DESTINATION DEVELOPMENT

- CO1. To give comprehensive idea about tourism planning and destination development.
- CO2. To familiarize with various policies of tourism development.
- CO3. To study about the destinations and its management system.
- CO4. To know about the concept of destination image development.
- CO5. To understand the marketing of destination

MT533

TOURISM MARKETING

- CO1. To understand the marketing practices and methods in tourism industry
- CO2. To acquaint the students with contemporary marketing practices.

MT534

FINANCIAL MANAGEMENT AND ENTREPRENEURSHIP DEVELOPMENT

- CO1. To Understand application of fundamental concepts of finance and revenue management in the tourism and hospitality industry
- CO2. To inspire the students to have a practical insight for becoming an entrepreneur.



MT535

IT FOR TOURISM

- CO1. To familiarize the students with computers & E-technologies

SEMESTER IV

MT541

AIRLINE AND AIRPORT MANAGEMENT

- CO1. To understand the structure and dynamics of airline industry
CO2. To enable students to acquire skills in managing airline, airport operations.
CO3. To familiarize students on different formalities in airport for arrival and departure
CO4. To study various airline terminologies like airport-airline codes, IATA TC areas etc.
CO5. To educate students on the evolution of airline industry and role of different organizations in aviation.

MT542

ECO&RESPONSIBLE TOURISM

- CO1. To familiarize with basics of ecology and its relationship with tourism.
CO2. To study the concept and evolution of eco-tourism.
CO3. To understand the concept of responsible tourism.
CO4. To know the concept of responsible tourism.
CO5. To know the types of carrying capacity and Environmental Impact Assessment.
CO6. To familiarize with various eco and responsible tourism projects in the world.

MT543

HUMAN RESOURCE MANAGEMENT

- CO1. To provide basic knowledge about the concepts of Human Resource Management
CO2. To equip the students with essential skills required for managing human resources.



E-TOURISM

- CO1. To understand emerging IT business models in tourism and travel industry;
- CO2. To give a detailed outlook on software's in tourism business with special significance to Computer Reservation system.

