

SMS
V A R A N A S I
SCHOOL OF MANAGEMENT SCIENCES
VARANASI

(AN AUTONOMOUS COLLEGE)

(www.smsvaranasi.com)

MASTER OF COMMERCE
(M.Com.)
(Two Year Course)

Semester Wise Paper Structure in M.Com.

		Subject I	Subject II	Subject III	Subject IV	Subject V	Project Report	Credits		
		Major	Major	Major	Major	Minor/Elective	Major			
		5	5	5	5	4	6			
		Credits	Credits	Credits	Credits	Credits	Credits			
Year	Sem	Own Faculty	Own Faculty	Own Faculty	Own Faculty	Other Faculty Choose One	Inter/Intra Faculty related to main Subject	Total Credits	Total Credit/Sem	
1	I	Managerial Economics (5)	Organization Theory and Behaviour (5)	Research Methodology (5)	Banking & Financial Institution (5)	Business Management/ Entrepreneurship & Incubation (4)	Project Report I (6)	20+4+6	30	
	II	Accounting for Planning and Control (5)	Financial Management (5)	Marketing Management (5)	Horizons of Human Resource (5)	Data Analysis using SPSS / Business Analytics and Data Science (4)	Project Report II (6)	20+4+6	30	
2	III	Corporate Tax-Planning and Management (5)	Management Information System (5)	Advanced Statistical Analysis (5)	Accounting for Managerial Decisions (5)	Business Environment & Legal Aspects of Business/ Supply chain and logistics Management (4)	Industrial Training Report (6)	20+4+6	30	
	IV	Strategic Management (5)								
		Choose Any One Group From Following								
		Accounting and Finance								
		Security Analysis and Portfolio Management (5)	Behavioural Finance (5)	International Finance and Financial Services (5)						
		Human Resource								
		Industrial Relations and Labour Legislations (5)	Performance and Compensation Management (5)	Manpower Planning & Social Security (5)						31
		Marketing								
Services and Retail Marketing (5)	Industrial and Rural Marketing (5)	International Marketing (5)								
Comprehensive Vive Voce (5)										
Total Credit in M.Com. Programme									121	

M.Com. COURSE STRUCTURE

Year	Sem.	Course Code	Paper Title	L	P	Credits	Sessional	ESE	Total	
1	I	MC-22-101	Managerial Economics	5	0	5	25	75	100	
		MC-22-102	Organization Theory and Behaviour	5	0	5	25	75	100	
		MC-22-103	Research Methodology	5	0	5	25	75	100	
		MC-22-104	Banking & Financial Institution	5	0	5	25	75	100	
		Subject- Minor Elective (Any Faculty- Select One)								
		MCME -22-105	Business Management	4	0	4	25	75	100	
		MCME -22-106	Entrepreneurship & Incubation	4	0	4	25	75	100	
		Project Report -I								
		MC- RB -22-107	Project Report I			6	25	75	100	
			Total			30			600	

Year	Sem.	Course Code	Paper Title	L	P	Credits	Sessional	ESE	Total	
1	II	MC-22-201	Accounting for Planning and Control	5	0	5	25	75	100	
		MC-22-202	Financial Management	5	0	5	25	75	100	
		MC-22-203	Marketing Management	5	0	5	25	75	100	
		MC-22-204	Horizons of Human Resource	5	0	5	25	75	100	
		Subject- Minor Elective (Any Faculty- Select One)								
		MCME-22-205	Data Analysis using Excel and SPSS	4	0	4	25	75	100	
		MCME-22-206	Business Analytics and Data Science	4	0	4	25	75	100	
		Project Report -II								
		MCRB -22-207	Project Report II			6	25	75	100	
			Total			30			600	

Year	Sem.	Course Code	Paper Title	L	P	Credits	Sessional	ESE	Total	
2	III	MC-22-301	Corporate Tax - Planning and Management	5	0	5	25	75	100	
		MC-22-302	Management Information System	5	0	5	25	75	100	
		MC-22-303	Advanced Statistical Analysis	5	0	5	25	75	100	
		MC-22-304	Accounting for Managerial Decisions	5	0	5	25	75	100	
		Subject- Minor Elective (Any Faculty- Select One)								
		MCME - 22-305	<i>Business Environment & Legal Aspects of Business</i>	4	0	4	25	75	100	
		MCME - 22-306	<i>Supply chain and logistics Management</i>	4	0	4	25	75	100	
		Project Report -III								
		MCRB - 22-307	Industrial Training Report			6	25	75	100	
			Total			30			600	

Year	Sem.	Course Code	Paper Title	L	P	Credits	Sessional	ESE	Total		
2	IV	MC-22-401	Strategic Management	5	0	5	25	75	100		
		Select Any Group (A/B/C)									
		Accounting and Finance Group									
		MCAF-22-402	Security Analysis and Portfolio Management	5	0	5	25	75	100		
		MCAF-22-403	Behavioural Finance	5	0	5	25	75	100		
		MCAF-22-404	International Finance and Financial Services	5	0	5	25	75	100		
		Human Resource Group									
		MCHR-22-405	Industrial Relations and Labour Legislations	5	0	5	25	75	100		
		MCHR-22-406	Performance and Compensation Management	5	0	5	25	75	100		
		MCHR-22-407	Manpower Planning and Social Security	5	0	5	25	75	100		
		Marketing Group									
		MCMK-22-408	Services and Retail Marketing	5	0	5	25	75	100		
		MCMK-22-409	Industrial and Rural Marketing	5	0	5	25	75	100		
		MCMK-22-410	International Marketing	5	0	5	25	75	100		
		Project Report - IV									
		MCRB -22-411	Dissertation Report			6	25	75	100		
		Comprehensive Viva									
				MC-22-412	Comprehensive Viva (compulsory for all)			5		100	100
					Total			31			600
					Total Credits in M.Com. Programme			121			

Mapping of Programme Outcomes & Course: M.Com Ist Year

S. No.	Programme Outcomes	Managerial Economics	Organization Theory and Behaviour	Research Methodology	Banking & Financial Institution	Business Management	Entrepreneurship & Incubation	Industry\Survey Project 1
1	Generic & Domain Knowledge	✓	✓	✓	✓	✓	✓	✓
2	Problem Solving & innovation	✓	✓	✓	✓	✓	✓	✓
3	Critical thinking	✓	✓	✓	✓	✓	✓	✓
4	Effective Communication		✓	✓	✓	✓	✓	✓
5	Leadership and Team Work		✓			✓	✓	✓
6	Entrepreneurship	✓	✓	✓	✓	✓	✓	✓
7	Social Responsiveness and Ethics	✓	✓	✓	✓	✓	✓	✓
8	Employability	✓	✓	✓	✓	✓	✓	✓
9	Lifelong Learning	✓	✓	✓	✓	✓	✓	✓

S. No.	Programme Outcomes	Accounting for Planning and Control	Financial Management	Marketing Management	Horizons of Human Resource	Data Analysis using SPSS	Business Analytics and Data Science	Industry Training\ Survey Project – II
1	Generic & Domain Knowledge	✓	✓	✓	✓	✓	✓	✓
2	Problem Solving & innovation	✓	✓	✓	✓	✓	✓	✓
3	Critical thinking	✓	✓	✓	✓	✓	✓	✓
4	Effective Communication		✓	✓	✓	✓	✓	✓
5	Leadership and Team Work		✓	✓	✓			✓
6	Entrepreneurship	✓	✓	✓	✓	✓	✓	✓
7	Social Responsiveness and Ethics	✓	✓	✓	✓	✓	✓	✓
8	Employability	✓	✓	✓	✓	✓	✓	✓
9	Lifelong Learning	✓	✓	✓	✓	✓	✓	✓

Mapping of Programme Outcomes & Course: M.Com 2nd Year

S. No.	Programme Outcomes	Corporate Tax-Planning and Management	Management Information System	Advanced Statistical Analysis	Accounting for Managerial Decisions	Business Environment & legal Aspect of Business	Supply chain and Logistics Management	Industrial Training\Survey Project - III
1	Generic & Domain Knowledge	✓	✓	✓	✓	✓	✓	✓
2	Problem Solving & innovation	✓	✓	✓	✓		✓	✓
3	Critical thinking	✓	✓	✓	✓	✓	✓	✓
4	Effective Communication		✓				✓	✓
5	Leadership and Team Work						✓	✓
6	Entrepreneurship	✓	✓	✓	✓	✓	✓	✓
7	Social Responsiveness and Ethics	✓		✓	✓	✓	✓	✓
8	Employability	✓	✓	✓	✓	✓	✓	✓
9	Lifelong Learning	✓	✓	✓	✓	✓	✓	✓

S. No.	Programme Outcomes	Strategic Management	Security Analysis and Portfolio Management	Behavioural Finance	International Finance and Financial Services	Industrial Relations and Labour Legislation	Performance and compensation Management	Manpower Planning & Social Security	Services and Retail Marketing	Industrial and Rural Marketing	International Marketing	Industrial Training \ Survey Project - IV
1	Generic & Domain Knowledge	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
2	Problem Solving & innovation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
3	Critical thinking	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
4	Effective Communication	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓
5	Leadership and Team Work	✓					✓	✓	✓	✓	✓	✓
6	Entrepreneurship	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
7	Social Responsiveness and Ethics	✓				✓	✓	✓	✓	✓	✓	✓
8	Employability	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
9	Lifelong Learning	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Semester I	MC-22-101 Managerial Economics
Credit– 5	LTP: 5:0:0

Course Outcomes: On successful completion of the course the learner will be able to

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Define and explain the elements of economics for a managerial decision making.	L – 1 L – 2	Remembering Understanding
CO 2	Compare the different laws of economics and apply them in various changing situations in industry.	L – 3 L – 4	Applying Analyzing
CO 3	Evaluate the different market structures and situations leading towards creation of a business and economy as a whole.	L – 5 L – 6	Evaluating Creating

Semester I	MC-22-102 Organization Theory and Behavior
Credit– 5	LTP: 5:0:0

Course Outcomes: On successful completion of the course the learner will be able to

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Define & understand the concepts of organizational behavior and its importance in managing people at the workplace.	L – 1 L – 2	Remembering Understanding
CO 2	Utilize the knowledge of Organizational Behavior to understand human behavior at workplace, and analyze issues existing at the levels of individual and group.	L – 3 L – 4	Applying Analyzing
CO 3	Evaluate different theories of motivation, leadership styles, Individual and Group Dynamics and organizational culture towards a deeper understanding of organizational behaviour.	L – 5 L – 6	Evaluating Creating

Semester - III	MC-22-103 Research Methodology
Credit -5	LTP: 5:0:0

Course Outcomes: On successful completion of the course the learner will be able to

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Remember and explain the basic concept of Research Methodology.	L – 1 L – 2	Remembering Understanding
CO 2	Analyze and apply relevant research design as per the requirement of research	L – 3 L – 4	Applying Analyzing
CO 3	Evaluate different research methodology techniques and create report accordingly.	L – 5 L – 6	Evaluating Creating

Semester - IV	MC-22-104 Banking and Financial Institutions
Credit – 5	LTP: 5:0:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Remember and Understand and Apply basic concept and functions of Banking and Financial Institutions.	L – 1 L - 2	Remembering Understanding
CO 2	Apply and Analyse the tool and products of Banking and Financial Institutions for investment decision.	L – 3 L – 4	Applying Analysing
CO 3	Evaluate the banking products on the basis of their effectiveness and Design the horizon for sustainable banking.	L - 5 L - 6	Evaluating Creating

Semester I	MCME -22-105 Business Management
Credit -4	LTP: 4:0:0

Course Outcomes: On successful completion of the course the learner will be able to

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Remember and explain the basic concept of Business Management.	L – 1 L – 2	Remember Understand
CO 2	Analyze different perspective of Business Management and Apply this concept and solving real life Business problems.	L – 2 L – 3	Understanding Applying
CO 3	Evaluate different course of actions to resolve business management problems and develop appropriate strategy to solve Business management problems	L – 4 L – 5	Evaluating Creating

Semester-I	MCME- 22-106 Entrepreneurship and Incubation
Credit – 4	LTP: 4:0:0

Course Outcomes: On successful completion of the course the learner will be able to

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Remember and understand the concepts relate to Entrepreneurship and Entrepreneurial Development	L – 1 L – 2	Remembering Understanding

CO 2	Apply the knowledge of entrepreneurship to establish entrepreneurial venture & different aspects and updates in business incubation process and examine the understanding of status of entrepreneurship in India and dimensions of entrepreneurship.	L – 3 L – 4	Applying Analyzing
CO 3	Measure and modify knowledge of business incubation for different entrepreneurial aspects and the effectiveness of government support of entrepreneurial development and create & develop a start-ups	L – 5 L – 6	Evaluating Creating

Semester II	MC-22-201 Accounting for Planning and Control
Credit – 5	LTP: 5:0:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Well versed with the concepts of budgets, variances, marginal costing and responsibility centers.	L – 1 L – 2	Remembering Understanding
CO 2	Able to organize the knowledge of budgetary control, variance analysis, P/V ratios and inventory control and analyze the decision of make or buy a product.	L – 3 L – 4	Applying Analyzing
CO 3	Able to use the techniques in evaluating the appropriate inventory level and to devise solutions for various decision making management problems.	L – 5 L – 6	Evaluating Creating

Semester II	MC-22-202 Financial Management
Credit– 5	LTP: 5:0:0

Course Outcomes: On successful completion of the course the learner will be able to

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Understand & Illustrate the nature and scope of financial management; Assess the impact of time value of money in different business decisions.	L – 1 L – 2	Remembering Understanding
CO 2	Develop & Analyze different functions of financial management.	L – 3 L – 4	Applying Analyzing
CO 3	Evaluate & Select the best alternatives for different finance functions.	L – 5 L – 6	Evaluating Creating

Semester II	MC-22-203 Marketing Management
Credit– 5	LTP: 5:0:0

Course Outcomes: On successful completion of the course the learner will be able to

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Define and explain the concepts related to Marketing Management	L – 1 L – 2	Remembering Understanding
CO 2	Apply the knowledge of Marketing Management to solve marketing related business problems and analyze the intricacies involved in Marketing Management.	L – 3 L – 4	Applying Analyzing
CO 3	Estimate the effectiveness of alternative Marketing Management plans and strategies in particular marketing situations and create effective Marketing plans and strategies.	L – 5 L – 6	Evaluating Creating

Semester II	MC-22-204 Horizons of Human Resource
Credit– 5	LTP: 5:0:0

Course Outcomes: On successful completion of the course the learner will be able to

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO1	Relate & understand the concepts of human resource management from short-term and long term perspectives.	L – 1 L – 2	Remembering Understanding
CO2	Develop necessary skill set for application of various HR issues.	L – 3 L – 4	Applying Analyzing
CO3	Evaluate the scope of HRM in addressing workplace challenges and creating measures that drive HR function in an organization.	L – 5 L – 6	Evaluating Creating

Semester II	MCME-22-205 Data Analysis using SPSS
Credit– 4	LTP: 4:0:0

Course Outcomes: On successful completion of the course, the learner will be able to

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO1	List and understand the concepts related to data analysis through SPSS.	L – 1 L – 2	Remembering Understanding

CO2	Apply the knowledge of data analysis through SPSS for solving business problems and analyze the issues involved in application of SPSS.	L – 3 L – 4	Applying Analyzing
CO3	Estimate the use of SPSS programs and create effective plans and strategies to help in day to decision making of companies using data analytics.	L – 5 L – 6	Evaluating Creating

Semester - II	MCME-22-206 Business Analytics and Data Science
Credit – 4	LTP: 4:0:0

Course Outcomes: On successful completion of the course, the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Define and explain the concepts related to Business Analytics and Data Science.	L – 1 L – 2	Remembering Understanding
CO 2	Develop the knowledge of Business Analytics and Data Science to solve business problems and analyze the intricacies involved.	L – 3 L – 4	Applying Analyzing
CO 3	Evaluate data related to various business functions and create suitable data visualizations charts to facilitate managerial decision-making.	L – 5 L – 6	Evaluating Creating

Semester III	MC-22-301 Corporate Tax-Planning and Management
Credit– 5	LTP: 5:0:0

Course Outcomes: On successful completion of the course the learner will be able to

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Define and Explain basic concepts and importance of Corporate Tax Planning and Management	L – 1 L – 2	Remembering Understanding
CO 2	Analyse and apply the provisions and tax benefits in tax planning and management	L – 3 L – 4	Applying Analysing
CO 3	Estimate the tax liability for different Assesse and Create a tax proposal using benefits and deductions of tax planning	L – 5 L – 6	Evaluating Creating

Semester III	MC-22-302 Management Information System
Credit– 5	LTP: 5:0:0

Course Outcomes: On successful completion of the course the learner will be able to :

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Contrast requirements of MIS applications in organizations and remember key its attributes.	L – 1 L – 2	Remembering Understanding
CO 2	Inspect the development of management information systems and applying it in organizations	L – 3 L – 4	Applying Analyzing
CO 3	Critically evaluate MIS contributions to the strategic management of organizations create MIS for appropriate business function.	L – 5 L – 6	Evaluating Creating

Semester III	MC-22-303 Advanced Statistical Analysis
Credit– 5	LTP: 5:0:0

Course Outcomes: On successful completion of the course the learner will be able to

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Remember the concepts and Illustrate the tools related to advanced statistical analysis.	L – 1 L – 2	Remembering Understanding
CO 2	Develop and Compare the basic techniques of advanced statistics in decision making.	L – 3 L – 4	Applying Analyzing
CO 3	Assess Significance of Test and Create Basic Business Models.	L – 5 L – 6	Evaluating Creating

Semester III	MC-22-304 Accounting for Managerial Decision
Credit– 5	LTP: 5:0:0

Course Outcomes: On successful completion of the course the learner will be able to :

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Understand & remember the nature and scope of Managerial Accounting; Assess the impact of financial accounting in different business decisions.	L – 1 L – 2	Remembering Understanding
CO 2	Inspect & apply financial statement analysis & ratio analysis.	L – 3 L – 4	Applying Analyzing
CO 3	Evaluate fund flow and cash flow statement in today's competitive industry and able to createvarious reporting to management.	L – 5 L – 6	Evaluating Creating

Semester III	MCME -22-305 Business Environment and Legal Aspects of Business
Credit– 4	LTP: 4:0:0

Course Outcomes: On successful completion of the course the learner will be able to

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Remember and explain the concepts of business environment and business law.	L – 1 L – 2	Remembering Understanding
CO 2	Analyze the different laws of business and apply them in various changing situations in environment.	L – 3 L – 4	Applying Analyzing
CO 3	Evaluate the different laws and trends prevailing in environment and create provisions accordingly.	L – 5 L – 6	Evaluating Creating

Semester - III	MCME- 22-306 Supply Chain and Logistics Management
Credit – 4	LTP: 4:0:0

Course Outcomes: On successful completion of the course, the learner will be able to

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Define and explain the concepts related to Supply Chain and Logistics Management.	L – 1 L – 2	Remembering Understanding
CO 2	Develop the knowledge of Supply Chain and Logistics Management to solve business problems and analyse the intricacies involved.	L – 3 L – 4	Applying Analyzing
CO 3	Evaluate the supply chain strategies of various businesses and create suitable strategic mix for enhancing supply chain performances.	L – 5 L – 6	Evaluating Creating

Semester I	MC-22-401 Strategic Management
Credit-5	LTP: 5:0:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Define and explain the concepts related to Strategic Management.	L – 1 L – 2	Remembering Understanding
CO 2	Identify the knowledge of Strategic Management to solve Strategy related business problems and analyze the intricacies involved in Strategic Management.	L – 3 L – 4	Applying Analyzing
CO 3	Evaluate the effectiveness of alternative Strategic Management plans and strategies in particular business situations and create effective strategies.	L – 5 L – 6	Evaluating Creating

A- Accounting and Finance Group:

Semester IV	MCAF-22-402 Security Analysis and Portfolio Management
Credit– 5	LTP: 5:0:0

Course Outcomes: On successful completion of the course the learner will be able to

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Understand & explain about various investment concepts and its components.	L – 1 L – 2	Remembering Understanding
CO 2	Apply & Analyze the fundamental & technical aspects of stock market.	L – 3 L – 4	Applying Analyzing
CO 3	Estimate and Design different portfolios.	L – 5 L – 6	Evaluating Creating

Semester IV	MCAF-22-403 Behavioral Finance
Credit – 5	LTP: 5:0:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Well versed with the concepts of behavioral finance and its biases, working of capital market and value investing.	L – 1 L – 2	Remembering Understanding
CO 2	Able to analyze various market anomalies and biases and to apply the tools of Neurofinance to overcome them.	L – 3 L – 4	Applying Analyzing
CO 3	Able to evaluate the market bubble conditions and to devise solutions for tackling them and to invent strategies for value investing.	L – 5 L – 6	Evaluating Creating

Semester - IV	MCAF-22-404 International Finance and Financial Services
Credit – 5	LTP: 5:0:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Define and Understand and Apply basic concept and theories International Finance and Financial Services.	L – 1 L - 2	Remembering Understanding
CO 2	Develop and Analyse the functions and of International Market and their services for investment decision.	L – 3 L – 4	Applying Analysing
CO 3	Evaluate the appropriateness of International finance and financial services to create the best possible solutions in investment related issues.	L - 5 L - 6	Evaluating Creating

B- Human Resource Group

Semester IV	MCHR-22-405 Industrial Relations and Labour Legislations
Credit – 5	LTP: 5:0:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Enumerate and demonstrate a sound understanding of concepts related to industrial relations and various industrial & social security related legislations.	L – 1 L - 2	Remembering Understanding
CO 2	Analyze and apply basic knowledge of industrial relations as well as industrial & social security related legislations in reference to industrial organizations.	L – 3 L – 4	Applying Analyzing
CO 3	Evaluate and Construct knowledge of industrial relations as well as industrial & social security related legislations.	L - 5 L - 6	Evaluating Creating

Semester III	MCHR-22-406 Performance and Compensation Management
Credit – 5	LTP: 5:0:0

Course Outcomes: On successful completion of the course the learner will be able to

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
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CO 1	To understand the strategic perspectives on performance management and employee compensation in business organization	L - 1 L - 2	Remembering Understanding
CO 2	To analyze how effective appraisal systems can be linked to managerial objectives and compensation.	L - 3 L - 4	Applying Analyzing
CO 3	To evaluate structured role-plays exemplifying skills in giving and receiving feedback, appraising, coaching and resolving conflicts for performance management	L - 5 L - 6	Evaluating Creating

Semester III	MCHR-22-407 Manpower Planning and Social Security
Credit – 5	LTP: 5:0:0

Course Outcomes: On successful completion of the course the learner will be able to

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO1	Define & explain the key concepts of Human Resource Management (HRM) to describe inductance, welfare, maintenance, and development of employees in an organization.	L – 1 L – 2	Remembering Understanding
CO2	Apply various tools to assess employee-performance and analyze development initiative at strategic levels.	L – 3 L – 4	Applying Analyzing
CO3	Evaluate expectations and effectiveness of HRM towards welfare, maintenance, and development of employees in an organization. Creating measures to promote welfare and social security.	L – 5 L – 6	Evaluating Creating

C- Marketing Group

Semester IV	MCMK-22-408 Services and Retail Marketing
Credit– 5	LTP: 5:0:0

Course Outcomes: On successful completion of the course the learner will be able to

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Define and Understand basic services and retail management concepts	L – 1 L – 2	Remembering Understanding
CO 2	Apply principles of services and retail marketing in business situations and assess effectiveness of the practices adopted by companies.	L – 3 L – 4	Applying Analyzing
CO 3	Evaluate the services and retail marketing activities in companies and create effective strategies to implement related policies.	L – 5 L – 6	Evaluating Creating

Semester IV	MCMK-22-409 Industrial and Rural Marketing
Credit– 5	LTP: 5:0:0

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Remember and understand the concepts related to Industrial and Rural marketing.	L – 1 L – 2	Remembering Understanding
CO 2	Apply the knowledge of domain to solve industrial and rural problems and analyze the intricacies involved in industrial and rural development.	L – 3 L – 4	Applying Analyzing
CO 3	Evaluate the effectiveness of alternative plans and strategies in particular business situations and create effective strategies for industrial and rural development.	L – 5 L – 6	Evaluating Creating

Semester IV	MCMK-22-410 International Marketing
Credit– 5	LTP: 5:0:0

Course Objectives: The central aim of this paper is to make students clearly understand the requirements and preconditions of global marketing and the manner in which it can help in India's development.

Course Outcomes: On successful completion of the course the learner will be able to:

COs	Course Outcomes	Cognitive Levels	Blooms Taxonomy
CO 1	Remember and comprehend the concepts of International Marketing	L – 1 L – 2	Remembering Understanding
CO 2	Implement and analyze the various international marketing strategic decisions making in the light of global distribution pattern and organizational structure.	L – 3 L – 4	Applying Analyzing
CO 3	To appraise and develop the best international marketing practices for the successful survival of the organization in the global market.	L – 5 L – 6	Evaluating Creating