

**DEPARTMENT OF COMMERCE
COURSE / LEARNING OUTCOMES**

III Year B Com(Gen) Semester VI

Course 18 A: MANAGEMENT ACCOUNTING AND PRACTICE

Learning Outcomes:

1. Understand the nature and scope of management accounting
2. Differentiate management accounting, financial accounting and cost accounting.
3. Compute ratios and draw inferences
- 4.. Analyze the performance of the organization by preparing funds flow statement and cash flow statements
5. Prepare cash budget, fixed budget and flexible budget

CO-PO & PSO Mapping

Furnish the mapping of COs with the Pos & PSOs in Numerical values 1,2 or 3 only.

Subject : Course 18 A: MANAGEMENT ACCOUNTING AND PRACTICE

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	3	3	2	3	3	3	3	3	2
CO 2	3	2	3	2	2	3	2	3	3
CO 3	2	3	3	2	3	2	3	2	3
CO 4	3	2	2	2	3	3	2	3	3
CO 5	2	2	3	3	3	3	3	2	3

Note 1= Weak Mapping, 2 = Moderate Mapping, 3= Strong Mapping

PSO = Programme Specific Outcomes

PO = Programme Out comes

CO = Course Out comes

Course19 A: COST CONTROL TECHNIQUES

Learning Outcomes:

1. Differentiate cost control, cost reduction concepts and identify effective techniques.
2. Allocate overheads on the basis of Activity Based Costing.
- 3: Evaluate techniques of cost audit and rules for cost record.
- 4: Appraise the application of marginal costing techniques
- 5: To evaluate performances, fix selling price, make or buy decisions.

CO-PO & PSO Mapping

Furnish the mapping of COs with the Pos & PSOs in Numerical values 1,2 or 3 only.

Subject : Course19 A: COST CONTROL TECHNIQUES

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	3	3	2	3	3	3	3	3	2
CO 2	2	2	3	2	2	3	2	2	3
CO 3	2	3	2	3	3	2	3	2	2
CO 4	3	2	2	2	2	3	2	3	3
CO 5	3	3	3	2	3	2	3	3	2

Course 17 C -Service Marketing

Learning Outcomes:

1. Discuss the reasons for growth of service sector.
2. Examine the marketing strategies of Banking Services, insurance and education services.
3. Review conflict handling and customer Responses in services marketing
4. Describe segmentation strategies in service marketing.
5. Suggest measures to improve services quality and their service delivery.

CO-PO & PSO Mapping

Furnish the mapping of COs with the Pos & PSOs in Numerical values 1,2 or 3 only.

Subject : Course 17 C -Service Marketing

	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9
CO 1	3	2	3	3	3	3	2	3	2
CO 2	2	2	3	2	2	2	2	2	3
CO 3	2	3	2	3	3	2	3	3	2
CO 4	3	2	3	2	2	3	2	3	3
CO 5	2	3	3	3	2	3	3	2	3

Course 16-C: DIGITAL MARKETING

Learning Outcomes:

1. Analyze online Micro and Macro Environment
2. Design and create website
3. Discuss search engine marketing
4. Create blogs, videos, and share
5. Extend digital knowledge

CO-PO & PSO Mapping

Furnish the mapping of COs with the Pos & PSOs in Numerical values 1,2 or 3 only.

Subject : Course 16-C: DIGITAL MARKETING

[illegible]

Course- 20-B. LIFE INSURANCE WITH PRACTICE

Learning Outcomes:

1. Understand the Features of Life Insurance , schemes and policies and insurance companies in India
2. Analyze various schemes and policies related to Life Insurance sector
3. Choose suitable insurance policy for given situation and respective persons
4. Acquire Insurance Agency skills and other administrative skills
5. Acquire skill of settlement of claims under various circumstances

CO-PO & PSO Mapping

Furnish the mapping of COs with the Pos & PSOs in Numerical values 1,2 or 3 only.

Subject : Course- 20-B. LIFE INSURANCE WITH PRACTICE

[illegible]

Learning Outcomes:

- ## CO-PO & PSO Mapping

Subject : Course 21- B. GENERAL INSURANCE PROCEDURE AND PRACTICE

[illegible]

Course-6C: E- COMMERCE APPLICATION DEVELOPMENT

Learning Outcomes:

1. To apply in an integrative and summative fashion the students' knowledge in all fields of business studies by drafting a website presence plan.
2. To understand the factors needed in order to be a successful in ecommerce
3. To gain the skills to bring together knowledge gathered about the different components of building a web presence
4. To critically think about problems and issues that might pop up during the establishment of the web presence
5. To apply Word Press as a content management system (CMS), Plan their website by choosing colour schemes, fonts, layouts, and more

Course-7C: REAL TIME GOVERNANCE SYSTEM (RTGS)

Learning Outcomes:

1. Understand the terms regarding Governance, E-Governance and RTGS
2. Learn about E-Governance Infrastructure
3. Understand the E-Governance implementation in several countries
4. Understand the E-Governance implementation in several Indian states
5. Understand the applications of RTG