

MARIS STELLA COLLEGE (AUTONOMOUS), VIJAYAWADA

A College with Potential for Excellence

NAAC Accredited & ISO 9001: 2015 Certified



PROGRAMME REGISTER

2020-2023

**UG DEPARTMENT OF COMMERCE AND MANAGEMENT
STUDIES**

&

UG DEPARTMENT OF BUSINESS ADMINISTRATION

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UG PROGRAMMES OFFERED

S.N o.	Programme	Combination offered	Programme Code
1	B.Com & BMS	General (G)	201
2		Tax Planning and Procedure (T)	202
3		Computers (C)	203
4		Bachelor of Management Studies (BMS)	501
5	BBA	Bachelor of Business Administration (BBA)	502

PROGRAMME OUTCOMES (POs) 2020-2023

At the end of the programme students will have:

PO1: Essential Knowledge:

Comprehensive discipline knowledge and understanding, the ability to engage with different schools of thought and to apply their knowledge in practice including in multidisciplinary or multi-professional contexts.

PO2: Creative and critical thinking and problem-solving abilities:

Be effective problem solvers, able to apply critical and evidence-based thinking to conceive innovative responses to future challenges.

PO3: Teamwork and communication skills:

Be able to convey ideas and information effectively to a range of audiences for a variety of purposes and contribute in a positive and collaborative manner to achieving common goals.

PO4: Motivation and preparation in life-long learning:

Exhibit life-long skills; broad based multiple career oriented general skills; self and field based learning skills; digital skills; social responsibility and compassionate commitment; preparedness for living, learning and working in any environment

PO5: Professionalism and leadership readiness:

Be able to engage in professional behaviour and have the potential to be entrepreneurial and take leadership roles in their chosen occupations and communities.

PO6: Intercultural and ethical competency:

Be responsible and effective global citizens whose personal values and practices are consistent with their roles as responsible members of society.

PO7: Self-awareness and emotional intelligence:

Be self-aware and reflective, flexible and resilient and act with integrity and take responsibility for their actions as empowered women.

PO8: Social responsibility:

Be sensitive to and demonstrate agency in matters of environment, gender and other social issues to promote an equitable society.

PROGRAMME SPECIFIC OUTCOMES

(PSOs)

2020-2023

At the end of the Programme the student will be able to

PSO1: Demonstrate fundamental knowledge of domain areas.

PSO2: Acquire competence to apply and communicate principles, techniques and skills to analyze and interpret texts and data and draw conclusions.

PSO3: Demonstrate problem-solving skills in real life situations by drawing from imbibe theories and principles

PSO4: Develop communicative competence, creative and critical thinking, practical, technical and employability skills, social sensibility and responsibility.

Course Outcomes (COs)

Commerce and Management Studies

2020-2023

S.No.	Sem	Course Code	Course Title	Course Outcomes (COs)
1	I	20CMCCFA14	Financial Accounting I	CO1: Demonstrate an understanding of the concepts and principles of accounting.
				CO2: Prepare different types of subsidiary books.
				CO3: Identify and rectify errors in books of accounts
				CO4: Compile data for preparation of final statements
2	I	20CMCCBM14	Business Organisation & Management	CO1: Explain concepts and types of Business
				CO2: Demonstrate incorporation of a company
				CO3: Evaluate nature and functions of management
				CO4: Build the process of organizing.
3	I	20CMCCIT14	Income Tax Law & Practice I	CO1: Demonstrate an understanding of the concepts of Income tax.
				CO2: Determine Residential status of a person.
				CO3: Identify the exempted incomes as per income tax act1961.
				CO4: Compute agricultural, Salary and House property income.
4	I	20CMCCPM14	Principles of Management	CO1: Explain concepts and principles of Management
				CO2: Demonstrate various functions of Management
				CO3: Evaluate organizational effectiveness
				CO4: Build communication and leadership skills.
5	II	20CMCCFA24	Financial Accounting II	CO 1: Demonstrate the concepts and principles of depreciation
				CO2: Prepare different types of provisions and reserves
				CO3: Explain concepts and principles of bills of exchange and consignment
				CO4: Compile data for preparation of financial statements of joint ventures
6	II	20CMCCBT24	Banking Theory & Practice	CO1: Describe banking concepts and theories.

				CO2: Identify various procedural operations of banking institutions.
				CO3: Determine the functioning of Regional Rural Banks & NABARD
				CO4: Explain the relationship between the banker and the customer.
7	II	20CMCCBM24	Business Organisation & Management I	CO1: Explain concepts and types of Business
				CO2: Demonstrate incorporation of a company
				CO3: Evaluate nature and functions of management
				CO4: Build the process of organising
8	II	20CMCCIT24	Income Tax Law & Practice II	CO1: Compute Business/Professional incomes.
				CO2: Compute Capital gains & income from other sources.
				CO3: Determine the incomes to be clubbed, losses to be set off and carry forward, and deductions under 80.
				CO4: Compute total income and tax liability
9	II	20CMCCBE24	Business Environment	CO1: Demonstrate an understanding of the concepts of the Business Environment.
				CO2: Identify the factors contributing to Economic Development.
				CO3: Narrate different Economic Policies Contributing to the development of the Indian economy.
				CO4: Explain the social, political and legal factors influencing Indian economy
10	II	20CMCCOB24	Organisational Behavior	CO1: Demonstrate the models of OB
				CO2: Explain the individual determinants of OB.
				CO3: Describe the group dynamics
				CO4: Identify Organizational development through Organizational change.
11	III	20CMCCAA34	Advanced Accounting	CO1: Explain the statement of affairs
				CO2: Determine the Hire purchase transactions
				CO3: Demonstrate different stages of partnership
				CO4: Prepare company final accounts
12	III	20CMCCMK34	Marketing	CO1: Demonstrate and understanding of concepts of Marketing
				CO2: Apply Marketing Mix for products and services.

				CO3: Examine the process of Marketing in corporate organizations.
				CO4: Analyse the strategies applied by Marketing Managers to solve business competencies
13	III	20CMCCIP34	Income tax practice & procedures I	CO1: Categorise various methods of assessment procedures.
				CO2: Computation of total income
				CO3: Compute the assessment of individuals and HUF.
				CO4: Determine penalties as per income tax rules and regulations.
14	III	20CMCCBR34	Business Correspondence & Report Writing	CO1: Demonstrate communication process and barriers in organisation
				CO2: Describe various types of organizational communication
				CO3: Draft effective business correspondence
				CO4: Prepare oral presentations and generate reports
15	IV	20CMCCCA44	Corporate Accounting	CO1: Explain accounting procedures for share capital and debentures.
				CO2: Determine the value of goodwill and equity share of a firm.
				CO3: Prepare company final accounts.
				CO4: Apply accounting treatment for internal reconstruction.
16	IV	20CMCCCM44	Cost & Management Accounting	CO1: Understand the cost concepts and classifications.
				CO2: Determine the elements of cost.
				CO3: Explain concepts of management accounting.
				CO4: Analyse Financial Statements of various organizations.
17	IV	20CMCCIT44	Income Tax Law & Practice	CO1: Demonstrate an understanding of concepts of income tax.
				CO2: Determine the residential status of a person.
				CO3: Compute the income under different heads of income.
				CO4: Compute Total Income & Tax liability.
18	IV	20CMCCIP44	Income Tax Practice & Procedures II	CO1: Compute total income & tax liability of partnership firm and AOP.

				CO2: Assess the total income of companies.
				CO3: Demonstrate an understanding of powers of income tax authorities.
				CO4: Explain the concepts of tax planning in case of individuals and HUF.
19	IV	20CMCCBL44	Business Law	CO1: Explain the concepts and essentials of a valid contract.
				CO2: Discuss the essentials of offer, acceptance and consideration.
				CO3: Describe sale contracts, rights and duties of unpaid sellers and negotiable instruments.
				CO4: Demonstrate an understanding of cyber laws.
20	IV	20CMCCAU44	Auditing	CO1: Identify the financial state of affairs and corporate frauds.
				CO2: Classify different types of audits in various forms of organisation.
				CO3: Develop an audit programme for checking and internal controlling of an organisation.
				CO4: Analyse and interpret cash and trading transactions of a business.
21	IV	20CMCCGS44	Fundamentals of GST	CO1: Demonstrate an understanding of the fundamental concepts of GST.
				CO2: Determine the taxable event as per GST Act.
				CO3: Analyse the provisions of levy, collection & input tax credit.
				CO4: Classify intra and inter-state GST transactions.
22	IV	20CMCCED44	Entrepreneurship Development	CO1: Understand the features and skills of Entrepreneurs
				CO2: Demonstrate Entrepreneurship and sources of Innovation in business
				CO3: Analyse the social entrepreneurs and their objectives.
				CO4: Prepare business plans and deal venture capital issues.
23	IV	20CMCCFM44	Financial Management	CO1: Demonstrate the concept and functions of finance
				CO2: Evaluate the project appraisal techniques
				CO3: Determine and analyze the cost of capital and capital structure

				CO4: Compute Working Capital requirements of a manufacturing company.
24	IV	20CMCCHR44	Human Resource Management	CO1: Understand the concept of human resource management and its relevance.
				CO2: Demonstrate industrial relations
				CO3: Familiarize elements of the HR functions like recruitment, selection, training and development, etc
				CO4: Analyse issues and the strategies to select and develop manpower resources.
25	IV	20CMCCPM44	Production & Operations Management	CO1: Describe the concepts of production and operations Management
				CO2: Explain the process of plant layout and plant location
				CO3: Determine the production planning and production control
				CO4: Enumerate the work study methods and quality Management techniques
26	V/VI	20CMSEC11MA4	Management Accounting	CO1: Understand the nature and scope of management accounting, financial accounting and cost accounting.
	Set 1			CO2: Compute ratios and draw inferences.
				CO3: Analyze the performance of the organization by preparing funds flow statement and cash flow statements
				CO4: Prepare cash budget, fixed budget and flexible budget.
27	V/VI	20CMSEC12CC4	Cost Control Techniques	CO1: Explain the cost control concepts
	Set 1			CO2: Apply overheads on the basis of Activity Based Costing.
				CO3: Evaluate techniques of cost audit and rules for cost record.
				CO4: Interpret marginal cost and standard cost techniques
28	V/VI	20CMSEC21AM4	Advertising & Media Planning	CO1: Explain the legal and ethical issues in advertising
	Set 2			CO2: Demonstrate the skills on creating and developing advertisements
				CO3: Identify the advances in the current media industry.
				CO4: Build a plan for an advertising media campaign.
29	V/VI	20CMSEC22SP4	Sales Promotion & Practice	CO1: Explain the concepts of creativity in sales promotion

	Set 2			CO2: Demonstrate new trends in sales Promotion
				CO3: Apply designing techniques for sales promotion events
				CO4: Evaluate sales territories to reach targets
30	V/VI	20CMSEC31EC4	E-Commerce I	CO1: Understand the mechanism of e commerce
	Set 3			CO2: Extend the specialization in website designing for e commerce
				CO3: Enhance their skills in operational services of e commerce
				CO4: Summarize the activities of e commerce and payment system mechanism.
31	V/VI	20CMSEC32EF4	E-Filing	CO1: Understand and apply basic knowledge of Indian Tax System
	Set 3			CO2: Equip specialization in taxation system
				CO3: Enhance their skills in presenting returns
				CO4: Involve in activities of Chartered Accountants for filing returns
32	V/VI	20CMSEC21TP4	Tax Planning & Procedure	CO1: Understand the concept of foreign income.
	Set 2			CO2: Apply the provisions for relief of Double Taxation for Domestic companies
				CO3: Ability to file online returns of income.
				CO4: Prepare TDS/TCS and online filing of Tax returns.
33	V/VI	20CMSEC22TG4	Tally with GST	CO1: Understand the concept of Liability and Payment of GST
	Set 2			CO2: Generate financial and VAT reports for managerial decisions.
				CO3: Prepare a new company in Tally with GST components and establish an environment for GST Voucher entry.
				CO4: Apply for online payment of GST through GST Portal.
34	V/VI	20CMSEC31FI4	Financial Institutions & Markets	CO1: Explain the Components of Indian Financial System
	Set 3			CO2: Demonstrate the structure of the Indian Financial Institutions
				CO3: Analyse the operations of capital and money markets
				CO4: Organise different financial instruments in the business

35	V/VI	20CMSEC32PM4	Project Management	CO1: Demonstrate the fundamental concepts of project management.
	Set 3			CO2: Evaluate project planning and implementation in the changing environment
				CO3: Explain the processes a practitioner undertakes to achieve project goals.
				CO4: Analyse the contemporary project management tools and methodologies
36	V/VI	20CMSEC41AC4	Advanced Corporate Accounting	CO1: Understand Corporate Accounting environment
	Set 4			CO2: Demonstrate the recording transactions relating to Purchasing of Business and Amalgamation
				CO3: Explain the situations in Liquidations
				CO4: Analyze the calculations relating to Amalgamations and holding companies
37	V/VI	20CMSEC42SS4	Software Solutions To Accounting	CO1: Understand the various versions of Tally and other software.
	Set 4			CO2: Highlight the major accounting software in India.
				CO3: Apply basics of accounting software into business firms for accounting transactions.
				CO4: Integrate the concept of different Accounting software for accounting purpose.
38	V/VI	20CMSEC51LS4	Logistics Services & Practice	CO1: Appraise the Principles of Logistics and its informatics.
	Set 5			CO2: Examine the Financial Issues in Logistics sector performance.
				CO3: Describe basic EOQ model and ABC analysis.
				CO4: Determine warehouse safety rules, concepts of Retail Logistics and strategies of Supply Chain Management
39	V/VI	20CMSEC52EI4	EXIM Procedure & Practice	CO1: Understand the significance of Export and Import Management and its role in Economy and as job careers
	Set 5			CO2: Acquire knowledge on Procedures of export and import
				CO3: Involve in pre and post EXIM activities
				CO4: Enhance their skills by practicing in foreign trade
40	V/VI	20CMSEC61SM4	Stock Market	CO1: Explain the functions of Share Market in Financial Sector

	Set 6			CO2: Study the functioning of capital markets and create awareness among the public
				CO3: Involve in activities of Mutual Funds and stock market firms
				CO4: Acquire knowledge on operations of Share Market and Research skills.
41	V/VI	20CMSEC62SM4	Stock Market Analysis	CO1: Explain the importance of stock market analysis.
	Set 6			CO2: Identify the need for Security Analysis
				CO3: Examine the activities of Mutual Funds.
				CO4: Enhance the skills by involving activities of Share Market analysis
42	V/VI	20CMSEC71LI4	Life Insurance with Practice	CO1: Identify the Features of Life Insurance, schemes and policies and insurance companies in India
	Set 7			CO2: Explain various schemes and policies related to Life Insurance sector
				CO3: Examine the suitable insurance policy for given situation and respective persons
				CO4: Enhance the skill of settlement of claims under various circumstances
43	V/VI	20CMSEC72GI4	General Insurance with Practice	CO1: CO1: Identify the Features of General Insurance and Insurance Companies in India
	Set 7			CO2: Explain the various schemes and policies related to General Insurance sector
				CO3: Examine the suitable insurance policy under Health, Fire, Motor, and Marine Insurances
				CO4: Enhance the skills for settlement of claims under various circumstances
44	V/VI	20CMSEC81IT4	Income Tax Procedures & Practice	CO1: Understand the basic concepts in computation of tax liability under all heads of income of the individual
	Set 8			CO2: Compute taxable income and tax liability of individuals and firms.
				CO3: Acquire the ability to file online returns of income.
				CO4: Acquire skills of TDS/TCS and online filing of Tax returns.
45	V/VI	20CMSEC82GS4	GST Procedure & Practice	CO1: Understand the concept of Liability and Payment of GST
	Set 8			CO2. Create a new company in Tally with GST components and establish environment for GST Voucher entry.

				CO3. Comprehend the utilization of input tax credit, and the reverse charge mechanism in GST
				CO4. Acquire Skills of preparation of GST Returns in accordance with GST Law and Tally
46	V/VI	20CMSEC91DM4	Digital Marketing	CO1: Analyze online Micro and Macro Environment
	Set 9			CO2: Design and create website
				CO3: Discuss search engine marketing
				CO4: Create and share content
47	V/VI	20CMSEC92SM4	Services Marketing	CO1: Discuss the reasons for growth of the service sector.
	Set 9			CO2: Examine the marketing strategies of Banking Services, insurance and education services.
				CO3: Review conflict handling and customer Responses in services marketing
				CO4: Suggest measures to improve services quality and their service delivery

Course Outcomes (COs)

LSCs and SDC

2020-2023

S.No.	Sem	Course Code	Course Title	Course Outcomes (COs)
1	I	20LSCED2	Entrepreneurship Development	CO1: Demonstrate the concept of Entrepreneurship, its applications and scope
				CO2: Determine various types of financial institutions that help the business at Central, State and Local Level
				CO3: Apply the knowledge for generating a broad idea to start an enterprise/start up
2	I	20SDCIP2	Insurance Promotion	CO1: Understand the field level structure and functioning of insurance sector and its role in protecting the risks
				CO2: Comprehend pertaining skills and their application for promoting insurance coverage
				CO3: Demonstrate different customer related issues
3	I	20SDC0S2	Office Secretaryship	CO1: Understand the organizational hierarchy and outlines of functioning
				CO2: Comprehend the role of office secretaryship in a small and medium organization
				CO3: Acquire knowledge on office procedures and interpersonal skills
4	II	20SDCAM2	Agricultural Marketing	CO1: Understand the types, structure and functioning of agricultural marketing system
				CO2: Comprehend related skills and apply them in sample situations
				CO3: Extend this knowledge and skills to them production/consumption environment
5	II	20SDCBC2	Business Communication	CO1: Understand the types of business communication and correspondence
				CO2: Acquire knowledge in preparing good business communications
				CO3: Acquaint with organizational communication requirements and presentations.
6	II	20SDCLS2	Logistics & Supply Chain Management	CO1: Summarize relationship between marketing and Logistic Management
				CO2: Understand the concepts of Supply Chain Management in connection with products.
				CO3: Understanding various types of seller and suppliers
7	II	20SDCAD2	Advertising	CO1: Prepare a primary advertising model

				CO2: Understand applying of related skills
				CO3: Examine the scope for making advertising a future career.
8	III	20LSCPD2	Personality Development	CO1:Understanding of personality
				CO2:Assess and enhance one's own personality Practice team leadership through active group participation
				CO3 : Enhance Intra and Inter personal skills
9	III	20SDCOB2	Online Business	CO1:To understand the online business and its advantages and disadvantages
				CO2 :Recognize new channels of marketing, their scope and steps involved
				CO2:To analyze the procurement, payment process, security and shipping in online business
10	III	20SDCRT2	Retailing	CO1: Explain the fundamental concepts of retailing
				CO2: Identify various formats and store layouts to setup an organized retail store
				CO3: Understand the functions of retail Business and retail channels.
11	III	20SDCTY2	Tally	CO1: Demonstrate an understanding of the basic concepts of computerized accounting.
				CO2: Create inventory and cost centers of trading and manufacturing organizations.
				CO3: Record of Various accounting Vouchers.

Course Outcomes (COs)

BBA

2020-2023

S.No	Se m	Course Code	Course Title	Course Outcomes (COs)
1	I	20BACCMK14	Principles of Marketing	CO1: Understand how organizations identify customers and their wants/needs.
				CO2: Comprehend marketing decisions, based upon the combination of Product, Price, Promotion, and distribution elements.
				CO3: Demonstrate the ethics and legal factors of Marketing environment
				CO4: Apply key frameworks and methods, and develop analytical skills to solve marketing problems.
2	II	20BACCDM24	Principles of Digital Marketing	CO1: Explain basic concepts of digital marketing.
				CO2: Distinguish digital branding and physical branding.
				CO3: Identify the role of gamification and media planning.
				CO4: Develop content for digital brand building.
3	III	20BACCSM34	Social Media Marketing	CO1: Understand the landscape of traditional, digital, and social media marketing
				CO2: Enable student to choose right social media platforms and learn how to create social media policies
				CO3: Demonstrate the role of major social media platforms in marketing
				CO4: To analyse various social media strategies
4	IV	20BACCAF44	Affiliate Marketing	CO1: Understand the principles, benefits and pitfalls of affiliate marketing
				CO2: Analyse the impact of affiliates in a website and its promotion
				CO3: Demonstrate the measurement and evaluation affiliate marketing program
				CO4: Enable students to strategize which affiliates best suit their business
5	IV	20BACCAM44	Accounting for Managers	CO1: Demonstrate the concepts and principles of accounting.
				CO2: Prepare different types of subsidiary books
				CO3: Identify and rectify errors in books of accounts
				CO4: Compile data for preparation of financial statements
6	IV	20BACCEC44	E-Commerce	CO1: Explain the fundamental concepts of E - commerce.
				CO2: Demonstrate different models and methods of E - payments.

				CO3: Examine the ethical, social and security issues in E - Trade.
				CO4: Develop web page for business enterprises.
7	V/VI	20BASEC11AD4	Advanced Digital Marketing	CO1: Outline the key concepts of digital marketing
	Set 1			CO2: Apply the SEO to a website
				CO3: Use the key PPC concepts to draw visitors to a business's websites
				CO4: Use Campaign Management to manage the marketing concepts
8	V/VI	20BASEC12OR4	Online Reputation Management	CO1: Study various techniques to know the effectiveness of businesses online
	Set 1			CO2: Use tools for brand monitoring and online reputation management
				CO3: Learn how to respond to complaints and criticism effectively
				CO4: Engage customers and make use of brand evangelists

Mapping of COs with PSOs & PO

B.Com

S.No.	Sem	Course Code	Course Title	COs	PSOs	POs
1	I	20CMCCFA14	Financial Accounting I	CO1	PSO1,PSO2	PO1, PO2, PO3, PO4, PO5
				CO2	PSO1, PSO3	PO1, PO2, PO3, PO4, PO5
				CO3	PSO3	PO1, PO3, PO4, PO5, PO6
				CO4	PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO6
2	I	20CMCCBM14	Business Organisation & Management	CO1	PSO1,PSO3	PO1, PO2, PO3, PO4, PO5
				CO2	PSO1, PSO3	PO1, PO2, PO3, PO4, PO5
				CO3	PSO2, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
				CO4	PSO2, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
3	I	20CMCCIT14	Income Tax Law & Practice I	CO1	PSO1	PO1, PO2, PO3, PO4, PO5
				CO2	PSO3, PSO4	PO1, PO3, PO4, PO5
				CO3	PSO1	PO1, PO2, PO3, PO4, PO5
				CO4	PSO2, PSO4	PO1, PO2, PO3, PO4, PO5
4	I	20CMCCPM14	Principles of Management	CO1	PSO1	PO1, PO2, PO3, PO4, PO5
				CO2	PSO2,PSO3	PO1, PO2, PO3, PO4, PO5
				CO3	PSO3,PSO4	PO1, PO2, PO3, PO4, PO5, PO8
				CO4	PSO2,PSO3,PSO4	PO1, PO3, PO4, PO5, PO8
5	II	20CMCCFA24	Financial Accounting II	CO1	PSO1, PSO2, PSO3	PO1, PO2, PO3, PO4, PO5
				CO2	PSO1,PSO3, PSO4	PO1, PO2, PO3, PO4, PO5
				CO3	PSO1,PSO3	PO1, PO2, PO3, PO4, PO5
				CO4	PSO1,PSO3, PSO4	PO1, PO2, PO3, PO4, PO5
6	II	20CMCCBT24	Banking Theory & Practice	CO1	PSO1,PSO2	PO1, PO2, PO3, PO4, PO5
				CO2	PSO2, PSO3	PO1,PO3, PO4, PO5
				CO3	PSO1, PSO3	PO1, PO2, PO3, PO4, PO5
				CO4	PSO1, PSO4	PO1, PO2, PO3, PO4, PO5
7	II	20CMCCBM24	Business Organization & Management I	CO1	PSO1,PSO3	PO1, PO2, PO3, PO4, PO5
				CO2	PSO1, PSO3	PO1, PO2, PO3, PO4, PO5
				CO3	PSO2, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
				CO4	PSO2, PSO4	PO1, PO2, PO3, PO4, PO5, PO8

8	II	20CMCCIT24	Income Tax Law & Practice II	CO1	PSO2,PSO3	PO1, PO2, PO3, PO4, PO5
				CO2	PSO2,PSO3	PO1, PO2, PO3, PO4, PO5
				CO3	PSO1, PSO2, PSO3	PO1, PO2, PO3, PO4, PO5
				CO4	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5
9	II	20CMCCBE24	Business Environment	CO1	PSO1,PSO3	PO1, PO2, PO3, PO4, PO5
				CO2	PSO2,PSO3	PO1, PO2, PO3, PO4, PO5
				CO3	PSO1, PSO2, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
				CO4	PSO2, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
10	II	20CMCCOB24	Organisational Behaviour	CO1	PSO1,PSO3	PO1, PO2, PO3, PO4, PO5
				CO2	PSO1,PSO2	PO1, PO2, PO3, PO4, PO5
				CO3	PSO3	PO1, PO3, PO4, PO5
				CO4	PSO4	PO1, PO3, PO4, PO5, PO8
11	III	20CMCCAA34	Advanced Accounting	CO1	PSO1, PSO3	PO1, PO2, PO3, PO4, PO5
				CO2	PSO1,	PO1, PO2, PO3, PO4, PO5
				CO3	PSO1, PSO2, PSO3	PO1, PO3, PO4, PO5
				CO4	PSO1, PSO2, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
12	III	20CMCCMK34	Marketing	CO1	PSO1,PSO3	PO1, PO2, PO3, PO4, PO5
				CO2	PSO1, PSO2	PO1, PO2, PO3, PO4, PO5
				CO3	PSO3, PSO4	PO1, PO3, PO4, PO5
				CO4	PSO2, PSO4	PO1, PO2, PO3, PO4, PO5
13	III	20CMCCIT34	Income Tax Practice & Procedures I	CO1	PSO1, PSO2,PSO3	PO1, PO2, PO3, PO4, PO5
				CO2	PSO1, PSO3	PO1, PO3, PO4, PO5
				CO3	PSO3	PO1, PO3, PO4, PO5
				CO4	PSO2, PSO4	PO1, PO2, PO3, PO4, PO5
14	III	20CMCCBR34	Business Correspondence & Report Writing	CO1	PSO1,PSO3	PO1, PO2, PO3, PO4, PO5
				CO2	PSO1	PO1, PO2, PO3, PO4, PO5
				CO3	PSO2,PSO4	PO1, PO2, PO3, PO4, PO5
				CO4	PSO4	PO1, PO2, PO3, PO4, PO5, PO8
15	IV	20CMCCCA44	Corporate Accounting	CO1	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
				CO2	PSO1, PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
				CO3	PSO2,PSO3,PSO4	PO1, PO2, PO3, PO4, PO5, PO8

				CO4	PSO2,PSO3,PSO4	PO1, PO2, PO3, PO4, PO5, PO8
16	IV	20CMCCCM44	Cost & Management accounting	CO1	PSO1	PO1, PO2, PO3, PO4, PO5
				CO2	PSO1, PSO2, PSO3	PO1, PO3, PO4, PO5
				CO3	PSO1, PSO2, PSO3	PO1, PO2, PO3, PO4, PO5
				CO4	PSO2, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
17	IV	20CMCCIT44	Income tax Law & Practice	CO1	PSO1, PSO2, PSO3	PO1, PO2, PO3, PO4, PO5
				CO2	PSO1, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
				CO3	PSO2,PSO3	PO1, PO2, PO3, PO4, PO5
				CO4	PSO2, PSO3	PO1, PO2, PO3, PO4, PO5
18	IV	20CMCCIP44	Income Tax Practice & Procedure II	CO1	PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
				CO2	PSO1, PSO3	PO1, PO3, PO4, PO5
				CO3	PSO1, PSO3	PO1, PO3, PO4, PO5
				CO4	PSO2, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
19	IV	20CMCCBL44	Business Law	CO1	PSO1, PSO2	PO1, PO2, PO3, PO4, PO5
				CO2	PSO1, PSO2	PO1, PO2, PO3, PO4, PO5
				CO3	PSO1, PSO3	PO1, PO3, PO4, PO5
				CO4	PSO3, PSO4	PO1, PO3, PO4, PO5
20	IV	20CMCCAU44	Auditing	CO1	PSO1, PSO2, PSO4	PO1, PO2, PO3, PO4, PO5
				CO2	PSO1, PSO4	PO1, PO2, PO3, PO4, PO5
				CO3	PSO1, PSO3	PO1, PO2, PO3, PO4, PO5
				CO4	PSO2, PSO3	PO1, PO2, PO3, PO4, PO5, PO8
21	IV	20CMCCGS44	Fundamentals of GST	CO1	PSO1,PSO3	PO1, PO2, PO3, PO4, PO5
				CO2	PSO2	PO1, PO2, PO3, PO4, PO5
				CO3	PSO2,PSO3	PO1, PO2, PO3, PO4, PO5
				CO4	PSO4	PO1, PO2, PO3, PO4, PO5, PO8
22	IV	20CMCCED44	Entrepreneurship Development	CO1	PSO1,PSO2	PO1, PO2, PO3, PO4, PO5
				CO2	PSO3	PO1, PO3, PO4, PO5
				CO3	PSO2,PSO4	PO1, PO2, PO3, PO4, PO5, PO8
				CO4	PSO4	PO1, PO2, PO3, PO4, PO5, PO8
23	IV	20CMCCFM44	Financial Management	CO1	PSO1, PSO2	PO1, PO2, PO3, PO4, PO5

				CO2	PSO1, PSO2	PO1, PO2, PO3, PO4, PO5
				CO3	PSO3, PSO4	PO1, PO3, PO4, PO5
				CO4	PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
24	IV	20CMCCHR44	Human Resource Management	CO1	PSO1, PSO2	PO1, PO2, PO3, PO4, PO5
				CO2	PSO3, PSO4	PO1, PO3, PO4, PO5
				CO3	PSO1, PSO2	PO1, PO2, PO3, PO4, PO5
				CO4	PSO2, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
25	IV	20CMCCPM44	Production & Operations Management	CO1	PSO1	PO1, PO2, PO3, PO4, PO5
				CO2	PSO1, PSO2	PO1, PO2, PO3, PO4, PO5
				CO3	PSO3	PO1, PO3, PO4, PO5
				CO4	PSO2, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
26	V/VI	20CMSEC11MA4	Management Accounting	CO1	PSO1	PO1, PO2, PO3, PO4, PO5
	Set 1			CO2:	PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5
				CO3	PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5
				CO4	PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5
27	V/VI	20CMSEC12CC4	Cost Control Techniques	CO1	PSO1	PO1, PO2, PO3, PO4, PO5
	Set 1			CO2	PSO2, PSO3	PO1, PO2, PO3, PO4, PO5
				CO3	PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
				CO4	PSO2, PSO3	PO1, PO2, PO3, PO4, PO5
28	V/VI	20CMSEC21AM4	Advertising & Media Planning	CO1	PSO1, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5
	Set 2			CO2	PSO2, PSO3	PO1, PO2, PO3, PO4, PO5
				CO3	PSO1, PSO2	PO1, PO2, PO3, PO4, PO5
				CO4	PSO1, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
29	V/VI	20CMSEC22SP4	Sales Promotion & Practice	CO1	PSO1, PSO2	PO1, PO2, PO3, PO4, PO5
	Set 2			CO2	PSO1, PSO2, PSO3	PO1, PO2, PO3, PO4, PO5
				CO3	PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
				CO4	PSO4	PO1, PO2, PO3, PO4, PO5, PO8
30	V/VI	20CMSEC31EC4	E-Commerce I	CO1	PSO1	PO1, PO2, PO3, PO4, PO5
	Set 3			CO2	PSO1, PSO2, PSO3	PO1, PO2, PO3, PO4, PO5

				CO3	PSO2, PSO3	PO1, PO2, PO3, PO4, PO5
				CO4	PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
31	V/VI	20CMSEC32EF4	E-Filing	CO1	PSO1, PSO3	PO1, PO2, PO3, PO4, PO5
	Set 3			CO2	PSO1, PSO2	PO1, PO2, PO3, PO4, PO5
				CO3	PSO3, PSO4	PO1, PO2, PO3, PO4, PO5
				CO4	PSO4	PO1, PO2, PO3, PO4, PO5
32	V/VI	20CMSEC21TP4	Tax Planning & Procedure	CO1	PSO1	PO1, PO2, PO3, PO4, PO5
	Set 2			CO2	PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
				CO3	PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
				CO4	PSO2, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
33	V/VI	20CMSEC22TG4	Tally with GST	CO1	PSO1, PSO3	PO1, PO2, PO3, PO4, PO5
	Set 2			CO2	PSO1, PSO2	PO1, PO2, PO3, PO4, PO5
				CO3.	PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
				CO4	PSO1, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
34	V/VI	20CMSEC31FS4	Financial Institutions & Markets	CO1	PSO1, PSO2	PO1, PO2, PO3, PO4, PO5
	Set 3			CO2	PSO1, PSO3	PO1, PO2, PO3, PO4, PO5
				CO3	PSO3, PSO4	PO1, PO3, PO4, PO5
				CO4	PSO3, PSO4	PO1, PO2, PO3, PO4, PO5
35	V/VI	20CMSEC32PM4	Project Management	CO1.	PSO1, PSO4	PO1, PO2, PO3, PO4, PO5
	Set 3			CO2	PSO2, PSO3	PO1, PO2, PO3, PO4, PO5
				CO3	PSO2, PSO3	PO1, PO3, PO4, PO5
				CO4	PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
36	V/VI	20CMSEC41AC4	Advanced Corporate Accounting	CO1	PSO1, PSO2	PO1, PO2, PO3, PO4, PO5
	Set 4			CO2	PSO1, PSO2	PO1, PO2, PO3, PO4, PO5
				CO3	PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
				CO4	PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
37	V/VI	20CMSEC42SS4	Software Solutions To Accounting	CO1	PSO1, PSO2	PO1, PO2, PO3, PO4, PO5
	Set 4			CO2	PSO1, PSO2	PO1, PO2, PO3, PO4, PO5
				CO3	PSO1, PSO2, PSO3	PO1, PO3, PO4, PO5,
				CO4	PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
38	V/VI	20CMSEC51LS4	Logistics Services & Practice	CO1	PSO1, PSO2, PSO3	PO1, PO2, PO3, PO4, PO5

	Set 5			CO2	PSO1, PSO2, PSO3	PO1, PO2, PO3, PO4, PO5
				CO3	PSO3	PO1, PO3, PO4, PO5
				CO4	PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
39	V/VI	20CMSEC52EI4	EXIM Procedure & Practice	CO1	PSO1, PSO2, PSO4	PO1, PO2, PO3, PO4, PO5
	Set 5			CO2	PSO1, PSO2	PO1, PO2, PO3, PO4, PO5
				CO3	PSO3, PSO4	PO1, PO3, PO4, PO5, PO8
				CO4	PSO1, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
40	V/VI	20CMSEC61SM4	Stock Market	CO1	PSO1, PSO2	PO1, PO2, PO3, PO4, PO5
	Set 6			CO2	PSO2, PSO3	PO1, PO2, PO3, PO4, PO5
				CO3	PSO3	PO1, PO3, PO4, PO5
				CO4	PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
41	V/VI	20CMSEC62SM4	Stock Market Analysis	CO1	PSO1, PSO2	PO1, PO2, PO3, PO4, PO5
	Set 6			CO2	PSO2, PSO3	PO1, PO2, PO3, PO4, PO5
				CO3	PSO3	PO1, PO2, PO3, PO4, PO5, PO8
				CO4	PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
42	V/VI	20CMSEC71LI4	Life Insurance with Practice	CO1	PSO1	PO1, PO2, PO3, PO4, PO5
	Set 7			CO2	PSO1, PSO2	PO1, PO2, PO3, PO4, PO5
				CO3	PSO2, PSO3	PO1, PO2, PO3, PO4, PO5
				CO4	PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
43	V/VI	20CMSEC72GI4	General Insurance with Practice	CO1	PSO1	PO1, PO2, PO3, PO4, PO5
	Set 7			CO2	PSO1, PSO2	PO1, PO2, PO3, PO4, PO5
				CO3	PSO2, PSO3	PO1, PO2, PO3, PO4, PO5
				CO4	PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
44	V/VI	20CMSEC81IT4	Income Tax Procedures & Practice	CO1	PSO1	PO1, PO2, PO3, PO4, PO5
	Set 8			CO2	PSO2, PSO3	PO1, PO2, PO3, PO4, PO5
				CO3	PSO1, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
				CO4	PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
45	V/VI	20CMSEC82GS4	GST Procedure & Practice	CO1	PSO1	PO1, PO2, PO3, PO4, PO5
	Set 8			CO2	PSO2, PSO3	PO1, PO2, PO3, PO4, PO5
				CO3	PSO1, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
				CO4	PSO1, PSO2, PSO4	PO1, PO2, PO3, PO4, PO5, PO8

46	V/VI	20CMSEC91DM4	Digital Marketing	CO1:	PSO1, PSO2	PO1, PO2, PO3, PO4, PO5
	Set 9			CO2:	PSO2, PSO3	PO1, PO2, PO3, PO4, PO5
				CO3:	PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
				CO4:	PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
47	V/VI	20CMSEC92SM4	Services Marketing	CO1:	PSO1, PSO2	PO1, PO2, PO3, PO4, PO5
	Set 9			CO2:	PSO2, PSO3	PO1, PO2, PO3, PO4, PO5
				CO3:	PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
				CO4:	PSO1, PSO2	PO1, PO2, PO3, PO4, PO5

**Mapping of COs with PSOs & POs
LSCs & SDCs**

S.No.	Sem	Course Code	Course Title	COs	PSOs	POs
1	I	20LSCED2	Entrepreneurship Development	CO1	PSO1, PSO2	PO1, PO2, PO3, PO4, PO5
				CO2	PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
				CO3	PSO3, PSO4	PO1, PO2, PO3, PO4, PO5
2	I	20SDCIP2	Insurance Promotion	CO1	PSO1, PSO4	PO1, PO2, PO3, PO4, PO5
				CO2	PSO2, PSO3	PO1, PO2, PO3, PO4, PO5
				CO3	PSO2	PO1, PO2, PO3, PO4, PO5
3	I	20SDCOS2	Office Secretaryship	CO1	PSO1	PO1, PO2, PO3, PO4, PO5
				CO2	PSO2, PSO3	PO1, PO3, PO4, PO5
				CO3	PSO2, PSO3, PSO4	PO1, PO3, PO4, PO5
4	II	20SDCAM2	Agricultural Marketing	CO1	PSO1	PO1, PO2, PO3, PO4, PO5
				CO2	PSO2, PSO3	PO1, PO3, PO4, PO5
				CO3	PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5
5	II	20SDCBC2	Business Communication	CO1	PSO1, PSO2	PO1, PO2, PO3, PO4, PO5
				CO2	PSO1, PSO2	PO1, PO2, PO3, PO4, PO5
				CO3	PSO3, PSO4	PO1, PO3, PO4, PO5
6	II	20SDCLS2	Logistics & Supply Chain Management	CO1	PSO1	PO1, PO2, PO3, PO4, PO5
				CO2	PSO2, PSO3	PO1, PO3, PO4, PO5
				CO3	PSO3, PSO4	PO1, PO2, PO3, PO4, PO5
7	II	20SDCAD2	Advertising	CO1	PSO1, PSO2, PSO3	PO1, PO2, PO3, PO4, PO5
				CO2	PSO2, PSO3	PO1, PO2, PO3, PO4, PO5, PO8

				CO3	PSO4	PO1, PO2, PO3, PO4, PO5
8	III	20LSCPD2	Personality Development	CO1	PSO1	PO1, PO2, PO3, PO4, PO5
				CO2	PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
				CO3	PSO2, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
9	III	20SDCOB2	Online Business	CO1	PSO1	PO1, PO2, PO3, PO4, PO5
				CO2	PSO2, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
				CO3	PSO3	PO1, PO3, PO4, PO5
10	III	20SDCRT2	Retailing	CO1	PSO1	PO1, PO2, PO3, PO4, PO5
				CO2	PSO2, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
				CO3	PSO3, PSO4	PO1, PO2, PO3, PO4, PO5
11	III	20SDCTY2	Tally	CO1	PSO1, PSO2	PO1, PO2, PO3, PO4, PO5
				CO2	PSO4	PO1, PO2, PO3, PO4, PO5, PO8
				CO3	PSO3, PSO4	PO1, PO2, PO3, PO4, PO5

**Mapping of COs with PSOs & POs
BBA**

S.No.	Sem	Course Code	Course Title	COs	PSOs	POs
1	I	20BACCMK14	Principles of Marketing	CO1	PSO1, PSO3	PO1, PO2, PO3, PO4, PO5
				CO2	PSO1, PSO2	PO1, PO2, PO3, PO4, PO5
				CO3	PSO3	PO1, PO3, PO4, PO5
				CO4	PSO2, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
2	II	20BACCDM24	Principles of Digital Marketing	CO1	PSO1, PSO2	PO1, PO2, PO3, PO4, PO5
				CO2	PSO2, PSO3	PO1, PO2, PO3, PO4, PO5
				CO3	PSO2, PSO3	PO1, PO2, PO3, PO4, PO5
				CO4	PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
3	III	20BACCSM34	Social Media Marketing	CO1	PSO1, PSO2	PO1, PO2, PO3, PO4, PO5
				CO2	PSO2, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
				CO3	PSO2, PSO3	PO1, PO3, PO4, PO5

				CO4	PSO2,PSO3	PO1, PO2, PO3, PO4, PO5, PO8
4	IV	20BACCAF44	Affiliate Marketing	CO1	PSO1, PSO2	PO1, PO2, PO3, PO4, PO5
				CO2	PSO2,PSO3	PO1, PO2, PO3, PO4, PO5
				CO3	PSO3	PO1, PO3, PO4, PO5
				CO4	PSO2,PSO4	PO1, PO2, PO3, PO4, PO5, PO8
5	IV	20BACCAM44	Accounting for Managers	CO1	PSO1,PSO2	PO1, PO2, PO3, PO4, PO5
				CO2	PSO1, PSO3	PO1, PO2, PO3, PO4, PO5
				CO3	PSO3	PO1, PO3, PO4, PO5
				CO4	PSO3, PSO4	PO1, PO2, PO3, PO4, PO5
6	IV	20BACCEC44	E-Commerce	CO1	PSO1, PSO2	PO1, PO2, PO3, PO4, PO5
				CO2	PSO2, PSO3	PO1, PO3, PO4, PO5
				CO3	PSO2, PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
				CO4	PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
7	V/VI	20BASEC11AD4	Advanced Digital Marketing	CO1	PSO1, PSO2	PO1, PO2, PO3, PO4, PO5
	Set 1			CO2	PSO2, PSO3	PO1, PO2, PO3, PO4, PO5
				CO3	PSO2, PSO3	PO1, PO2, PO3, PO4, PO5
				CO4	PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
8	V/VI	20BASEC12OR 4	Online Reputation Management	CO1	PSO1, PSO2	PO1, PO2, PO3, PO4, PO5
	Set 1			CO2	PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO8
				CO3	PSO2, PSO3	PO1, PO2, PO3, PO4, PO5
				CO4	PSO3, PSO4	PO1, PO2, PO3, PO4, PO5, PO8

Mapping of Courses with PSOs
B.Com.

Course Title	Course Code	PSO1	PSO2	PSO3	PSO4
Financial Accounting I	20CMCCFA14	✓	✓	✓	✓
Business Organisation & Management	20CMCCBM14	✓	✓	✓	✓
Income Tax Law & Practice I	20CMCCIT14	✓	✓	✓	✓
Principles of Management	20CMCCPM14	✓	✓	✓	✓
Financial Accounting II	20CMCCFA24	✓	✓	✓	✓
Banking Theory & Practice	20CMCCBT24	✓	✓	✓	✓
Business Organisation & Management	20CMCCBM24	✓	✓	✓	✓
Income Tax Law & Practice II	20CMCCIT24	✓	✓	✓	✓
Business Environment	20CMCCBE24	✓	✓	✓	✓
Organisational Behaviour	20CMCCOB24	✓	✓	✓	✓
Advanced Accounting	20CMCCAA34	✓	✓	✓	✓
Marketing	20CMCCMK34	✓	✓	✓	✓
Income Tax Practice & Procedures I	20CMCCIP34	✓	✓	✓	✓
Business Correspondence & Report Writing	20CMCCBR34	✓	✓	✓	✓
Corporate Accounting	20CMCCCA44		✓	✓	✓
Cost & Management Accounting	20CMCCCM44	✓	✓	✓	✓
Income Tax Law & Practice	20CMCCIT44	✓	✓	✓	✓
Income Tax Practice and Procedures II	20CMCCIP44	✓	✓	✓	✓
Business Law	20CMCCBL44	✓	✓	✓	✓
Auditing	20CMCCAU44	✓	✓	✓	✓
Fundamentals of GST	20CMCCGS44	✓	✓	✓	✓
Entrepreneurship Development	20CMCCED44	✓	✓	✓	✓
Financial Management	20CMCCFM44	✓	✓	✓	✓
Human Resource Management	20CMCCHR44	✓	✓	✓	✓
Production & Operations Management	20CMCCPM44	✓	✓	✓	✓
Management Accounting	20CMSEC11MA4	✓	✓	✓	✓
Set 1					
Cost Control Techniques					
Set 1	20CMSEC12CC4	✓	✓	✓	✓
Advertising & Media Planning	20CMSEC21AM				
Set 2	4	✓	✓	✓	✓
Sales Promotion & Practice					
Set 2	20CMSEC22SP4	✓	✓	✓	✓
E-Commerce I					
Set 3	20CMSEC31EC4	✓	✓	✓	✓
E-Filing					
Set 3	20CMSEC32EF4	✓	✓	✓	✓
Tax Planning & Procedure					
Set 2	20CMSEC21TP4	✓	✓	✓	✓

Tally with GST					
Set 2	20CMSEC22TG4	✓	✓	✓	✓
Financial Institutions & Markets					
Set 3	20CMSEC31FI4	✓	✓	✓	✓
Project Management					
Set 3	20CMSEC32PM 4	✓	✓	✓	✓
Advanced Corporate Accounting					
Set 4	20CMSEC41AC4	✓	✓	✓	✓
Software Solutions to Accounting					
Set 4	20CMSEC42SS4	✓	✓	✓	✓
Logistics Services and Practice					
Set 5	20CMSEC51LS4	✓	✓	✓	✓
EXIM Procedure & Practice					
Set 5	20CMSEC52EI4	✓	✓	✓	✓
Stock Market					
Set 6	20CMSEC61SM 4	✓	✓	✓	✓
Stock Market Analysis					
Set 6	20CMSEC62SM 4	✓	✓	✓	✓
Life Insurance with Practice					
Set 7	20CMSEC71LI4	✓	✓	✓	✓
General Insurance with Practice					
Set 7	20CMSEC72GI4	✓	✓	✓	✓
Income Tax Procedures & Practice					
Set 8	20CMSEC81IT4	✓	✓	✓	✓
GST Procedure & Practice					
Set 8	20CMSEC82GS4	✓	✓	✓	✓
Digital Marketing					
Set 9	20CMSEC91DM 4	✓	✓	✓	✓
Services Marketing					
Set 9	20CMSEC92SM 4	✓	✓	✓	✓

**Mapping of Courses with PSOs
LSCs and SDCs**

Course Title	Course Code	PSO1	PSO2	PSO3	PSO4
Entrepreneurship Development	20LSCED2	✓	✓	✓	✓
Insurance promotion	20SDCIP2	✓	✓	✓	✓
Office secretaryship	20SDCOS2	✓	✓	✓	✓
Agricultural Marketing	20SDCAM2	✓	✓	✓	✓
Business Communication	20SDCBC2	✓	✓	✓	✓
Logistics & Supply chain management	20SDCLS2	✓	✓	✓	✓
Advertising	20SDCAD2	✓	✓	✓	✓
Personality Development	20LSCPD2	✓	✓	✓	✓
Online Business	20SDCOB2	✓	✓	✓	✓
Retailing	20SDCRT2	✓	✓	✓	✓
Tally	20SDCTY2	✓	✓	✓	✓

Mapping of Courses with PSOs
BBA

Course Title	Course Code	PSO1	PSO2	PSO3	PSO4
Principles of Marketing	20BACCMK14	✓	✓	✓	✓
Principles of Digital Marketing	2BACCDM24	✓	✓	✓	✓
Social Media Marketing	20BACCSM34	✓	✓	✓	✓
Affiliate Marketing	20BACCAF44	✓	✓	✓	✓
Accounting for Managers	20BACCAM44	✓	✓	✓	
E-Commerce	20BACCCEC44	✓	✓	✓	✓
Advanced Digital Marketing					
Set 3	20BASEC11AD4	✓	✓	✓	✓
Online Reputation Management	20BASEC12OR				
Set 3	4	✓	✓	✓	✓

Mapping of Courses with POs

B.Com.

PSOs	PO1 Essential Knowledge	PO2 Creative and critical thinking and problem solving abilities	PO3 Teamwork and communication skills	PO4 Motivation and preparation in life-long learning	PO5 Professionalism and leadership readiness	PO6 Intercultural and ethical competency	PO7 Self- awareness and emotional intelligence	PO8 Social Responsibility
FA I	✓	✓	✓	✓	✓			
BOM	✓	✓	✓	✓	✓			✓
IT I	✓	✓	✓	✓	✓			
PM	✓	✓	✓	✓	✓			✓
FA-II	✓	✓	✓	✓	✓			
BT	✓	✓	✓	✓	✓			
BOM I	✓	✓	✓	✓	✓			✓
IT II	✓	✓	✓	✓	✓			
BE	✓	✓	✓	✓	✓			✓
OB	✓	✓	✓	✓	✓			✓
AA	✓	✓	✓	✓	✓			✓
MK	✓	✓	✓	✓	✓			
IP I	✓	✓	✓	✓	✓			
BCR W	✓	✓	✓	✓	✓			✓
CA	✓	✓	✓	✓	✓			✓
CMA	✓	✓	✓	✓	✓			✓
IT	✓	✓	✓	✓	✓			✓
IP II	✓	✓	✓	✓	✓			✓
BL	✓	✓	✓	✓	✓			
AU	✓	✓	✓	✓	✓			✓
GS	✓	✓	✓	✓	✓			✓
ED	✓	✓	✓	✓	✓			✓
FM	✓	✓	✓	✓	✓			✓
HRM	✓	✓	✓	✓	✓			✓
POM	✓	✓	✓	✓	✓			✓
MA	✓	✓	✓	✓	✓			✓
CC	✓	✓	✓	✓	✓			✓
AM	✓	✓	✓	✓	✓			✓
SP	✓	✓	✓	✓	✓			✓
EC	✓	✓	✓	✓	✓			✓
EF	✓	✓	✓	✓	✓			
TP	✓	✓	✓	✓	✓			✓
TG	✓	✓	✓	✓	✓			✓
FI	✓	✓	✓	✓	✓			

PM	✓	✓	✓	✓	✓			✓
AC	✓	✓	✓	✓	✓			✓
SS	✓	✓	✓	✓	✓			✓
LS	✓	✓	✓	✓	✓			✓
EI	✓	✓	✓	✓	✓			✓
SM	✓	✓	✓	✓	✓			✓
SM	✓	✓	✓	✓	✓			✓
LI	✓	✓	✓	✓	✓			✓
GI	✓	✓	✓	✓	✓			✓
IT	✓	✓	✓	✓	✓			✓
GS	✓	✓	✓	✓	✓			✓
DM	✓	✓	✓	✓	✓			✓
SM	✓	✓	✓	✓	✓			✓

**Mapping of Courses with POs
LSCs & SDCs**

PSOs	PO1 Essential Knowledge	PO2 Creative and critical thinking and problem solving abilities	PO3 Teamwork and communication skills	PO4 Motivation and preparation in life-long learning	PO5 Professionalism and leadership readiness	PO6 Intercultural and ethical competency	PO7 Self- awareness and emotional intelligence	PO8 Social Responsibility
ED	✓	✓	✓	✓	✓			✓
IP	✓	✓	✓	✓	✓			
OS	✓	✓	✓	✓	✓			
AM	✓	✓	✓	✓	✓			
BC	✓	✓	✓	✓	✓			
LS	✓	✓	✓	✓	✓			
AD	✓	✓	✓	✓	✓			✓
PD	✓	✓	✓	✓	✓			✓
OB	✓	✓	✓	✓	✓			✓
RT	✓	✓	✓	✓	✓			✓
TY	✓	✓	✓	✓	✓			✓

Mapping of Courses with POs
BBA

PSOs	PO1 Essential Knowled ge	PO2 Creativ e and critical thinkin g and proble m solving abilitie s	PO3 Teamwork and communicati on skills	PO4 Motivatio n and preparati on in life-long learning	PO5 Professional ism and leadership readiness	PO6 Intercultu ral and ethical competen cy	PO7 Self- awarenes s and emotiona l intelligen ce	PO8 Social Responsibil ity
MK	✓	✓	✓	✓	✓			✓
DM	✓	✓	✓	✓	✓			✓
SM	✓	✓	✓	✓	✓			✓
AFM	✓	✓	✓	✓	✓			✓
AM	✓	✓	✓	✓	✓			
EC	✓	✓	✓	✓	✓			✓
ADM	✓	✓	✓	✓	✓			✓
ORM	✓	✓	✓	✓	✓			✓