

*Class: M.com 1<sup>st</sup> Sem.*

*Course Title: Management concept*

Course Learning Outcomes (CLO):

1. To help the students gain understanding of the functions and responsibilities of managers.
2. To provide them tools and techniques to be used in the performance of the managerial job.
3. To enable them to analyze and understand the environment of the organization.
4. To help the students to develop cognizance of the importance of management principles.
5. Understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities.

*Class: M.com 1<sup>st</sup> Sem.*

*Course Title: Business Environment*

Course Learning Outcomes (CLO):

1. To make students aware of about various external and internal factors that impact business.
2. To understand the economic, cultural, legal and political issues associated with national and international business.
3. To develop skills on strategies formulation to effectively cope-up with Environmental challenges.
4. To acquaint students with the issues of domestic and global environment in which business has to operate, and to relate the impact of environment on business in an integrated manner.
5. To give an exposure to important commercial and industrial laws.

*Class: M.com 1<sup>st</sup> Sem.*

*Course Title: Advanced Accounting*

Course Learning Outcomes (CLO):

1. To make the students acquire the conceptual knowledge of advanced accounting.
2. To equip the students with the knowledge of accounting process and preparation of partnership accounts.
3. To increase the knowledge about the application of accounting knowledge in special business activities.
4. To envisage the skills of preparation of Royalty Accounts, and other advanced issues of accounting.


*Class: M.com 1<sup>st</sup> Sem.*

*Course Title: Cost Analysis & Control*

Course Learning Outcomes (CLO):

1. To understand the conceptual framework of cost accounting and its application.
2. To understand the importance of variance analysis in controlling material expenses.
3. To learn the basic of process costing and its uses.
4. Understand the concept cost accounting, examine its usefulness in controlling cost.

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*Class: M.com 2<sup>nd</sup> Sem.*

*Course Title: Corporate Legal Framework*

Course Learning Outcomes (CLO):

1. To provide an overview of important laws that has a bearing on the conduct of business in India.
2. To examine the various legal forms that a business entity can take and the relative advantages and disadvantages of each of these forms.

*Class: M.com 2<sup>nd</sup> Sem.*

*Course Title: Organizational Behaviour*

Course Learning Outcomes (CLO):

1. To help the students to develop cognizance of the importance of human behaviour.
2. To enable students to describe how people behave under different conditions and understand why people behave as they do.
3. To provide the students to analyze specific strategic human resources demands for future action.
4. To enable students to synthesize related information and evaluate options for the most logical and optimal solution such that they would be able to predict and control human behaviour and improve results.

*Class: M.com 2<sup>nd</sup> Sem.*

*Course Title: Advance Statistical Analysis*

Course Learning Outcomes (CLO):

Upon successful completion of this course, students will be able to:

- Apply statistical methods and hypothesis testing to business problems.
- Learn the details and complexities of Analysis of Variance (ANOVA).
- Learn some of the details and complexities of Multiple Regression.


*Class: M.com 2<sup>nd</sup> Sem.*

*Course Title: Functional Management*

Course Learning Outcomes (CLO):

1. The ability and confidence to tackle common practical financial problems of business.
2. Understand the dynamics of marketing in business.
3. Apply the theoretical marketing concepts to the practical situations.
4. Understand and apply the management function: Planning organizing, staffing, directing and controlling.
5. Incorporate themselves in the changing environment of HRM.
6. Understand the historical background of modern industry and the Production function.

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Class: M.com 3<sup>rd</sup> Sem.

Course Title: Managerial Economics

Course Learning Outcomes (CLO):

- Apply the knowledge of the mechanics of supply and demand to explain working of markets.
- Describe how changes in demand and supply affect markets.
- Understand the choices made by a rational consumer.
- Explain relationships between production and costs.
- Define key characteristics and consequences of different forms of markets.

Class: M.com 3<sup>rd</sup> Sem.

Course Title: Tax Planning & Management

Course Learning Outcomes (CLO):

1. Understand and remember the concept and computation of tax liability of companies.
2. Apply, analyze and evaluate the tax implications in taking business decisions.
3. Analyze and evaluate the impact of taxation on trade off of financial decisions.
4. Evaluate and create independently, undertake corporate tax planning.

Class: M.com 3<sup>rd</sup> Sem.

Course Title: Entrepreneurship Skill Development

Course Learning Outcomes (CLO):

1. Understand and develop various skills required for organizing and carrying out entrepreneurial activities.
2. Develop the ability to understand and analyze various business situations.
3. Develop the ability to analyze various risks in the market and apply the coping strategies.
4. Develop the ability of converting an idea into a business proposition.

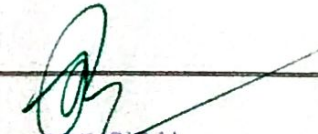
Class: M.com 3<sup>rd</sup> Sem.

Course Title: Accounting for Managerial Decision

Course Learning Outcomes (CLO):

1. This course is designed to help the student increase their knowledge concerning Managerial Accounting and its importance in managing risk, implementing strategy through planning, budgeting and forecasting, and decision support.
2. Upon completion of the course, the student will have an understanding of essential management tools for decision making purposes with a business environment.

*D/m*



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*Class: M.com 4<sup>th</sup> Sem.*

*Course Title: Advertising & Sales Management*

Course Learning Outcomes (CLO):

Upon completing requirements for this course, the student will be able to:

- A. Explain use of advertising and sales management as a marketing tool.
- B. Describe advertising and sales management appeals.
- C. Explain appropriate selection of media.
- D. Discuss means of testing effectiveness of advertising and sales promotion.

*Class: M.com 4<sup>th</sup> Sem.*

*Course Title: Consumer Behaviour*

Course Learning Outcomes (CLO):

1. Understand the consumer behaviour and their buying process.
2. Able to explain the basic concepts and models of consumer behavior.
3. Able to analyze the effects of psychological, socio-cultural and demographic factors on the consumer decision process with their results.
4. Able to distinguish the relationship between consumer behavior and marketing practices.
5. Able to define the importance of consumer behavior for businesses.

*Class: M.com 4<sup>th</sup> Sem.*

*Course Title: Rural & Agricultural Marketing*

Course Learning Outcomes (CLO):

1. Gain Conceptual knowledge about rural marketing with special reference to Indian context.
2. Understand the Rural market distribution.
3. Know about the consumer behaviour and trends in Rural marketing & Agricultural Marketing.

*Class: M.com 4<sup>th</sup> Sem.*

*Course Title: International Marketing*

Course Learning Outcomes (CLO):

1. Analyze about international marketing, its opportunities and promotional policies of the governments to augment trade.
2. Gain in-depth knowledge on Export – procedure & documentation, product planning and policy, Pricing, Distribution, Promotion and Financing

*Class: M.com 4<sup>th</sup> Sem.*

*Course Title: Project Report*

Course Learning Outcomes (CLO):

1. Study on an Empirical research topic.
2. Gain exposure while doing survey.
3. Expand their knowledge base with literature review on the current topic.
4. To apply research test to various problems pertaining to research area.

*D/m*