

BUNTS SANGHA'S S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT STUDIES				BLOOM'S TAXONOMY					
Master of Commerce-I				1. REMEMBERING	2. UNDERSTANDING	3. APPLYING	4. ANALYSING	5. EVALUATING	6. CREATING
Semester	Subject		Course Outcomes						
Semester 1	STRATEGIC MANAGEMENT	CO1	Define concepts like strategy, strategic management, strategic intent, types of strategies and business	✓					
		CO2	Explain and compare concepts like environmental components, levels of intents, stages of strategic		✓				
		CO3	Applying models in strategic choice and management and utilize them to understand the strategies of organizations			✓	✓		
		CO4	Evaluation of strategies and develop strategic plans for different types of businesses					✓	✓
	ECONOMICS FOR BUSINESS DECISIONS	CO1	Define concepts like business economics, principle of scarcity, Incremental and marginal principle, production	✓	✓				
		CO2	Applying elasticity of demand and supply concept to different economic issues		✓	✓	✓		
		CO3	Explain concepts like short run, long run production function, least cost combination		✓				
		CO4	Explains the different market structure and how the producer and consumer reacts in the different market		✓			✓	
	COST & MANAGEMENT ACCOUNTING	CO1	Define Marginal Costing, absorption Costing, Standard Costing, Budgetary Control and Operating Costing	✓					
		CO2	Explain the techniques of Budgetary control and preparation of different types of budgets		✓				
		CO3	Analysis of variances of Materials, Labour overheads and Sales including sub-variances			✓			
		CO4	cost accounting such as pricing, accepting special offer, profit planning, make or buy decisions, determining key					✓	
	ETHICS	CO1	Recognize legal and ethical issues when making business decisions	✓	✓	✓	✓	✓	✓
		CO2	gain an enhanced understanding of various ethical rules and ethical constraints	✓	✓	✓	✓	✓	✓
		CO3	Improve analytical problem solving and ethical decision making skills.						
		CO4	understand the moral and social responsibility dimensions of corporate governance	✓	✓	✓	✓	✓	✓

		CO5	Explore the relationship between ethics and business and the subsequent theories of justice and economics across	✓	✓	✓	✓	✓	✓
Semester 2	<b>RESEARCH METHODOLOGY FOR BUSINESS</b>	CO1	Define research, its types, source of data, process of data processing and analysis and ethics	✓	✓				
		CO2	Classify and compare different types of researches and to apply knowledge for selecting sampling and data collection			✓	✓		
		CO3	Chose appropriate type of research and its technique					✓	
		CO4	Create ones own research work like analysis, questionnaire design or research paper						✓
		CO5	Explore the relationship between ethics and business and the subsequent theories of justice and economics across	✓	✓	✓	✓	✓	✓
	<b>E-COMMERCE</b>	CO1	Impart the students with higher level knowledge and understanding of contemporary trends in e-commerce and	✓	✓	✓	✓	✓	✓
		CO2	To provide adequate knowledge and understanding about E-commerce practices to the students.	✓	✓	✓	✓	✓	✓
		CO3	Learners will be able to recognize features and roles of businessmen, entrepreneur, managers, consultant, which	✓	✓	✓	✓	✓	✓
		CO4	Enumerate the IT laws in India to deal with cybercrime.	✓	✓	✓	✓	✓	✓
	<b>CORPORATE FINANCE</b>	CO1	Define financial management, time value of money, ratio analysis, cost of capital and leverage	✓					
		CO2	Explain the application of ratio analysis in financial decision making		✓				
		CO3	Dividend Yield, Cost of Capital, WACC, EBIT-EPS analysis and Leverages			✓			
			Compare and appraise Profit Maximization v/s Wealth Maximization					✓	
	<b>MACRO ECONOMICS CONCEPTS AND APPLICATIONS</b>	CO1	Understand National income and its various concept GNP, GDP, NDP, GDP deflator	✓	✓				
		CO2	Explain, interpret the intersection of ADF and ASF and how the real income determines		✓	✓			
		CO3	Compare and understand the IS and LM model and how it works in fiscal and monetary policy				✓	✓	
CO4		Understand the structure of Balance of payment and its international implication, how balance of payment can be							

M.COM II-BUSINESS STUDIES				BLOOM'S TAXONOMY					
				1.REMEMBERING	2.UNDERSTANDING	3.APPLYING	4.ANALYSING	5.EVALUATING	6.CREATING
Semester 3	Human Resource Management	CO1	Define and Explain Functions of Human Resource Management	✓	✓				
		CO2	Develop effective Training and Development programme for employees and discover ways of performance appraisal			✓	✓		
		CO3	Discuss various Labour Legislations						✓
		CO4	Give recommendations for various emerging issues of HRM					✓	
	Marketing Strategies and practices	CO1	To understand various concepts of marketing strategies and plans.	✓	✓				
		CO2	Infer new tools and techniques of modern marketing and strategies.		✓	✓			
		CO3	Creating models for business sustainability in contemporary scenario				✓		✓
		CO4	Designing new tools and techniques towards marketing and implementing in business				✓	✓	✓
	Organizational Behaviour	CO1	Learner will become more self aware and will have identified areas of development for long term						
		CO2	Learner will understand the role that individuals play collectively to perform in organizations.						
PROJECT WORK – 1	CO1	Project work is considered as a special course involving application of knowledge in solving/ analyzing/ exploring a	✓	✓	✓	✓	✓	✓	
Semester	Advertisement & Sales Management	CO1	Recall the concept of advertising and ad agency as well as explain about ad media	✓	✓				
		CO2	Give opinion about social contribution and criticism of advertising as well as List out various regulatory				✓	✓	
		CO3	Make use of sales planning and controlling techniques			✓			
		CO4	Discuss the concept of sales management						✓
	Supply Chain Management &	CO1	To understand how SCM and Logistics act as a part of operations in business	✓	✓				
		CO2	Illustrate various concepts of operations to learners practically			✓	✓		

4	<b>Management &amp; Logistics</b>	CO3	Identifying new trends and techniques of SCM and Logistics in Global business market	✓	✓				
		CO4	Formulate network design of operations both internally and externally				✓	✓	✓
	<b>Retail Management</b>	CO1	Explain and summarise the functions of retail business and various retail formats and retail channels.	✓	✓	✓	✓	✓	✓
		CO2	Contrast the difference between Store design and layout		✓	✓	✓	✓	✓
		CO3	Analyze Retail Market and Financial Strategy including product pricing.			✓	✓	✓	✓
	<b>PROJECT WORK - 2</b>	CO1	Project work is considered as a special course involving application of knowledge in solving/ analyzing/ exploring a	✓	✓	✓	✓	✓	✓