

## DEPARTMENT OF E-COMMERCE

### Programme: B.Com., E-Commerce

<b>PO No.</b>	<b>Programme Outcomes</b> <b>Upon completion of the B.Com. Degree Programme, the graduate will be able to</b>
<b>PO-1</b>	Emerge with competency in the subject of E-Commerce and apply knowledge to cater to the needs of Society / Employer / Institution / Own Business/ Enterprise.
<b>PO-2</b>	Imbibe analytical/critical/logical/innovative thinking skills in the field of information technology and commerce.
<b>PO-3</b>	Acquire distinct traits and ethics with high professionalism to gain a broader insight into the domain concerned for nation building.
<b>PO-4</b>	Apply the diverse knowledge of electronic business practices across the globe.
<b>PO-5</b>	Develop analytical skills, team spirit and values to solve practical problems throughout their professional career.

<b>PSO No.</b>	<b>Programme Specific Outcomes</b> <b>Upon completion of these courses the student would</b>
<b>PSO-1</b>	To inculcate knowledge on different aspects of e-commerce, infrastructure, models and strategies to reach the zenith of e-tail world.
<b>PSO-2</b>	To mould the students to sustain in the changing phases of virtual and E-Business environment.
<b>PSO-3</b>	To enhance the personality of the students through the blend of social, legal and cultural values.
<b>PSO-4</b>	To enable the students to become competent and develop employability skills in the domain of commerce with digital platform.
<b>PSO-5</b>	To elevate the potentials of the students to step up in career ladder.

<b>Course Title</b>	<b>FINANCIAL ACCOUNTING-I</b>	
<b>CODE</b>	<b>24CEUC101</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Remember the concept of rectification of errors and Bank reconciliation statements	K1 & K2
<b>CO-2</b>	Apply the knowledge in preparing detailed accounts of sole trading concerns	K2 & K3
<b>CO-3</b>	Analyse the various methods of providing depreciation	K2 & K3
<b>CO-4</b>	Evaluate the methods of calculation of profit	K2 & K3
<b>CO-5</b>	Gain knowledge on the accounting treatment of insurance claims	K2 & K3

<b>Course Title</b>	<b>DIGITAL BUSINESS MODELS</b>	
<b>CODE</b>	<b>23CEUC102</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Understand the evolution, concepts and challenges in E-Commerce	K2
<b>CO-2</b>	Compare and Contrast the different electronic models in undertaking business	K4
<b>CO-3</b>	Illustrate the application of E-Commerce and M-Commerce in current business scenario	K4
<b>CO-4</b>	Demonstrate the various supportive electronic payments with security system for simplified business transactions	K3
<b>CO-5</b>	Apply the digital marketing strategies and its scope in doing modern business	K3

<b>Course Title</b>	<b>COMPUTER APPLICATION PRACTICALS I- MS-OFFICE &amp; TALLY</b>	
<b>CODE</b>	<b>23CEUCP01</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Demonstrate the use of essential components in Microsoft Office to enhance business and reinforce computer vocabulary	K2
<b>CO-2</b>	Apply the formatting techniques and Presentation Styles in Word, Excel, Power point and Access for General Office use	K3
<b>CO-3</b>	Construct accounting statements of a company through Tally Software	K3

<b>Course Title</b>	<b>BUSINESS ECONOMICS</b>	
<b>CODE</b>	<b>24CEUA101</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Understand the nature of business economics	K2
<b>CO-2</b>	Interpret the basic principles of demand and supply	K3
<b>CO-3</b>	Apply the concepts of production function in real situations	K4
<b>CO-4</b>	Compare and Contrast various market conditions	K3
<b>CO-5</b>	Identify the phase of business operation and examine business success	K3

<b>Course Title</b>	<b>FINANCIAL ACCOUNTING - II</b>	
<b>CODE</b>	<b>24CMUC203</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	To evaluate the Hire purchase accounts and Installment systems	K1
<b>CO-2</b>	To prepare Branch accounts and Departmental Accounts	K3
<b>CO-3</b>	To understand the accounting treatment for admission and retirement in partnership	K2
<b>CO-4</b>	To know Settlement of accounts at the time of dissolution of a firm.	K3
<b>CO-5</b>	Apply the Garner Vs Murray rule in the context of insolvency of partners	K4

<b>Course Title</b>	<b>BUSINESS MANAGEMENT AND ETHICS</b>	
<b>CODE</b>	<b>24CEUA202</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Understand the foundational concepts of management and evolution of management thought	K1,K2
<b>CO-2</b>	Outline the impact of key environmental factors on planning and decision making	K2,K3
<b>CO-3</b>	Describe and compare the different models of organization in the context of the business environment	K2,K3
<b>CO-4</b>	Recognize the importance of employee motivation and co-ordination	K2
<b>CO-5</b>	Identify the need for control within an organization and ethical considerations in business	K2,K3

<b>Course Title</b>	<b>CORPORATE ACCOUNTING - I</b>	
<b>CODE</b>	<b>23CEUC304</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Understand about the issue of shares and debentures	K1
<b>CO-2</b>	Know the provisions regarding redemption of preference shares and debentures under Companies Act	K2,K3
<b>CO-3</b>	Prepare the financial statements as per Schedule III of Companies Act 2013	K3
<b>CO-4</b>	Examine the valuation of goodwill and shares of a company	K3
<b>CO-5</b>	Gain an understanding about internal reconstruction	K3

<b>Course Title</b>	<b>OBJECT ORIENTED PROGRAMMING WITH C++</b>	
<b>CODE</b>	<b>23CEUC305</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Express the concepts of oops for building object based applications	K2
<b>CO-2</b>	Sketch the basic data types, control structures, functions, arrays, pointers, and introduction to classes for programmer-defined data types	K3
<b>CO-3</b>	Extend the dynamic memory management techniques using pointers, constructors, destructors, function overloading and operator overloading	K2
<b>CO-4</b>	Categorize inheritance and demonstrate the concept of virtual functions and polymorphism	K3
<b>CO-5</b>	Explain advanced features of C++ specifically streams and Implement file Operations in C programming for a given applications	K3

<b>Course Title</b>	<b>COMPUTER APPLICATION PRACTICALS - II</b>	
	<b>OOPS WITH C++</b>	
<b>CODE</b>	<b>23CEUCP02</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>CO No.</b>
<b>CO-1</b>	Analyze the given problem statements to create basic program algorithm	<b>CO-1</b>
<b>CO-2</b>	Apply different functions for input, output, data types, basic operators, files and functions	<b>CO-2</b>
<b>CO-3</b>	Write a program in different logic with suitable validations for a given problem	<b>CO-3</b>
<b>CO-4</b>	Develop the techniques and features of the Object Oriented Programming constructs to construct an application	<b>CO-4</b>
<b>CO-5</b>	Write the result based on the observations from the experiments	<b>CO-5</b>

<b>Course Title</b>	<b>COMMERCIAL LAW</b>	
	<b>23CEUA303</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Understand the various elements related to commercial law and contract	K2
<b>CO-2</b>	Acquire knowledge on different types of contract	K3
<b>CO-3</b>	Explain about contract of Indemnity and Guarantee and key concepts of Bailment and Pledge	K2

<b>CO-4</b>	Examine the concept of Agency and apprise the law relating to sale of goods Act	K3
<b>CO-5</b>	Familiarise with warranties and constrains of carriage of goods Act	K3

<b>Course Title</b>	<b>BUSINESS FINANCE</b>	
<b>CODE</b>	<b>23CEUC406</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Acquire knowledge of basic concept of traditional and modernfinance functions	K2&K3
<b>CO-2</b>	Understand the fundamental concepts of financial planning	K2
<b>CO-3</b>	Apply the methods of cost of capital and theories of capital structure	K3
<b>CO-4</b>	Implement the capital budgeting techniques in business.	K2&K3
<b>CO-5</b>	Compute the estimation of working capital management and acquaint knowledge on dividend theories	K3

<b>Course Title</b>	<b>CORPORATE ACCOUNTING – II</b>	
<b>CODE</b>	<b>23CEUC407</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Gain practical exposure on Amalgamation, Absorption and Reconstruction	<b>K1&amp; K2</b>
<b>CO-2</b>	Apply practical knowledge to prepare final accounts of banking company	<b>K2 &amp; K3</b>

<b>CO-3</b>	Understand the conceptual framework and regulation to prepare Insurance company accounts	<b>K2 &amp; K3</b>
<b>CO-4</b>	Give the consolidated accounts of holding companies	<b>K2 &amp; K3</b>
<b>CO-5</b>	Prepare liquidator's final statements	<b>K3</b>

<b>Course Title</b>	<b>COMPUTER APPLICATION PRACTICALS - III ORACLE –SQL</b>	
<b>CODE</b>	<b>23CEUCP03</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Apply SQL queries to user specifications	<b>K3</b>
<b>CO-2</b>	Analyse the SQL queries for data definition/manipulation/alteration/Transaction and involve decision making	<b>K3</b>
<b>CO-3</b>	Design database schema considering normalization and relationships within database	<b>K3</b>
<b>CO-4</b>	Develop nested queries for complicated queries	<b>K3</b>
<b>CO-5</b>	Prepare results based on the observations of the experiments	<b>K3</b>



<b>Course Title</b>	<b>ALLIED - BUSINESS MATHEMATICS</b>	
<b>CODE</b>	<b>23CEUA404</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Understand the concept of Set Theory, Permutation and Combination	K2
<b>CO-2</b>	Apply the arithmetic operations of matrices in solving real time business problems	K3
<b>CO-3</b>	Explain the conception of lowest and highest common multiple and progression	K2
<b>CO-4</b>	Develop competence in calculating the True Discount and Banker's Gain	K3
<b>CO-5</b>	Analyze real time scenarios to solve the problems in Boats & Streams, Pipes & Cisterns, Alligation and Calendars	K3

<b>Course Title</b>	<b>INCOME TAX LAW AND PRACTICE</b>	
<b>CODE</b>	<b>22CEUC508</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Acquire the knowledge of Income Tax Act under the scope of income of an individual assessee	K3
<b>CO-2</b>	Implement provisions for computation of income from salary	K4
<b>CO-3</b>	Develop an idea about income from house property and capital gain as a concept among the students	K3
<b>CO-4</b>	Compute profits and gains of business or profession of an individual assessee	K4
<b>CO-5</b>	Enlighten the concept of income from other sources and the use of various deductions to reduce the taxable income.	K3

<b>Course Title</b>	<b>EXECUTIVE BUSINESS COMMUNICATION</b>	
<b>CODE</b>	<b>22CEUC509</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Discuss the rudiments of communication, business letters and layouts	K2
<b>CO-2</b>	Examine the strategy in drafting enquiry, collection, sales and circular letters	K3
<b>CO-3</b>	Employ the knowledge in preparation of Banking, Insurance and Agency Correspondence	K3
<b>CO-4</b>	Develop mastery on company secretarial correspondence with inclusion of Agenda, Minutes & Report Writing	K3
<b>CO-5</b>	Outline the guidelines for fashioning Resume, Interview and Public Speech	K4

<b>Course Title</b>	<b>COST ACCOUNTING</b>	
<b>CODE</b>	<b>22CEUC510</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Understand the basic concepts and principles of cost accounting	K1
<b>CO-2</b>	Gain an in depth knowledge about various methods of material issues and system of wage payment	K2
<b>CO-3</b>	Calculate the overhead cost and their distribution	K3
<b>CO-4</b>	Discover the value of abnormal loss and gain in Process costing	K3
<b>CO-5</b>	Interpret the operational efficiency of transport service	K3

<b>Course Title</b>	<b>VISUAL BASIC.NET</b>	
<b>CODE</b>	<b>22CEUC511</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Define the basic structure of a Visual Basic.NET and use main features of the integrated development environment (IDE)	K1
<b>CO-2</b>	Relate simple input, output and to determine logical alternatives with VB.NET decision structures	K1
<b>CO-3</b>	Utilize the difference between different control structures and distinguish between functions and sub procedures	K3
<b>CO-4</b>	Develop VB.NET programs using array techniques, menus and file dialog controls	K3
<b>CO-5</b>	Make use of general requirements into data-related solutions using database concepts	K3

<b>Course Title</b>	<b>COMPUTER APPLICATION PRACTICALS - IV</b>	
	<b>VB.NET</b>	
<b>CODE</b>	<b>21CEUCP04</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Solve the real time problems with VB.NET applications	K3
<b>CO-2</b>	Manipulate Calculations, Making Decisions, Lists ,Loops, Procedures and Functions	K3
<b>CO-3</b>	Apply Multiple Forms, Modules and Menus	K3
<b>CO-4</b>	Experiment with Databases	K3

<b>Course Title</b>	<b>AUDITING</b>	
<b>CODE</b>	<b>22CEUE511</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Enable the students to understand the conceptual theory of auditing and investigation	K1
<b>CO-2</b>	Acquire the knowledge about methods of audit, audit program and Internal control	K2
<b>CO-3</b>	Establish knowledge on vouching of cash and trade transaction and its implications	K3
<b>CO-4</b>	Access the correct valuation of assets and liabilities and auditor's duty regarding Reserves and Provisions	K3
<b>CO-5</b>	Identify the duties, responsibilities and liabilities of a company auditor	K3

<b>Course Title</b>	<b>MODERN MARKETING</b>	
<b>CODE</b>	<b>22CEUC612</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Develop competence on new marketing trends and concept	K3
<b>CO-2</b>	Explain the conception of product policy, product mix and branding	K2
<b>CO-3</b>	Analyze the strategies of pricing policies	K4
<b>CO-4</b>	Examine the prominent role of sales promotion and advertising in marketing	K4
<b>CO-5</b>	Prioritize the conceptual framework of legal rights that protect consumer interest in retail environment	K4

<b>Course Title</b>	<b>ACCOUNTING FOR MANAGEMENT</b>	
<b>CODE</b>	<b>22CEUC613</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Understand the concept of Management Accounting and Reporting	K1 & K2
<b>CO-2</b>	Interpret the results of Ratio Analysis to know the position of a company	K2
<b>CO-3</b>	Evaluate the flow of funds, cash receipts and disbursements during a specified period	K3
<b>CO-4</b>	Apply the cost-volume-profit techniques in optimal managerial decision making	K3
<b>CO-5</b>	Predict the future period and adopt control measures by preparing different budgets	K2 & K3

<b>Course Title</b>	<b>COMPUTER APPLICATION PRACTICALS - V</b>	
	<b>WEB PROGRAMMING</b>	
<b>CODE</b>	<b>21CEUCP05</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Demonstrate web based application using HTML tags	K3
<b>CO-2</b>	Apply CSS Styles in creation of Web Pages	K3
<b>CO-3</b>	Prepare interactive web application using HTML, CSS and JavaScript language	K3

<b>Course Title</b>	<b>E-BANKING AND PRACTICE</b>	
<b>CODE</b>	<b>22CEUE612</b>	
<b>CO No.</b>	<b>Course Outcomes</b>	<b>Knowledge Level</b>
<b>CO-1</b>	Enumerate the Concepts and Constraints of Electronic Banking	K1
<b>CO-2</b>	Summarize the magnificent ingredient of electronic delivery channels	K2
<b>CO-3</b>	Point out the diverse electronic techniques employed in Banking Sector	K4
<b>CO-4</b>	Develop E-Banking security concepts with Encryption & Cryptographic techniques	K3
<b>CO-5</b>	Construct E-Security solutions with E-locking, public key and firewall notion	K4