DEPARTMENT OF E-COMMERCE

Programme: B.Com., E-Commerce

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

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

Course Title	PRINCIPLES OF ACCOUNTANCY	
CODE	18COUC101	
CO No.	Course Outcomes	Knowledge Level
CO-1	Recall the accounting principles and techniques of preparing Financial Statements	K1 & K2
CO-2	Apply the accounting techniques in preparing final accounts	K2 & K3
CO-3	Understand the key concepts of preparing of bank reconciliation statement, average due date and various methods of account current	K2 & K3
CO-4	Identify and rectify the accounting errors	K2 & K3
CO-5	Interpret the financial results of consignment and joint venture	K2 & K3

Course Title	DIGITAL BUSINESS MODEL	
CODE	18CEUC102	
CO No.	Course Outcomes	Knowledge Level
CO-1	Understand the evolution, concepts and challenges in E-Commerce.	K2
CO-2	Compare and Contrast the different electronic models in undertaking business.	K4
CO-3	Illustrate the application of E-Commerce and M-Commerce in current business scenario.	K4
CO-4	Demonstrate the various supportive electronic payment with security system for simplified business transactions.	K3
CO-5	Apply the digital marketing strategies and its scope in doing modern business.	K3

Course Title	MS-OFFICE, TALLY	
CODE	18CMUCP01	
CO No.	Course Outcomes	Knowledge Level
CO-1	Demonstrate the use of essential components in Microsoft Office to enhance business and reinforce computer vocabulary.	K2
CO-2	Apply the formatting techniques and Presentation Styles in Word, Excel, Power point and Access for General Office use.	K3
CO-3	Construct accounting statements of a company through Tally Software.	K3

Course Title	MATHEMATICS FOR BUSINESS	
CODE	18CEUA101	
CO No.	Course Outcomes	Knowledge Level
CO-1	Acquire mathematical skills to analyse and solve the problem of matrices	K3
CO-2	Compute simple, compound interest and sinking fund	K3
CO-3	Implement the annuity, present value, discounting of bills, true discount and banker's gain	K3
CO-4	Apply the fundamental theorem of calculus that connects differentiation and integration	K3
CO-5	Demonstrate the rule for finding minima and maxima functions by using the first and second order derivatives	K2

Course Title	FINANCIAL ACCOUNTING	
CODE	18CMUC203	
CO No.	Course Outcomes	Knowledge Level
CO-1	Understand the concepts of depreciation and Provisions and Reserves.	K1
CO-2	Prepare the departmental and branch accounting methods.	K3
CO-3	Construct the statement in single entry system and hire purchase accounts.	K2
CO-4	Project the various accounting methods for admission and retirement of partners.	K3
CO-5	Solve the problems for dissolution of a firm and Piecemeal Distribution methods.	K4

Course Title	BUSINESS STATISTICS	
CODE	18CEUA202	
CO No.	Course Outcomes	Knowledge Level
CO-1	Acquire knowledge on basic statistical techniques and methods.	K3
CO-2	Compute the various measures of dispersion and skewness.	K3
CO-3	Analyse the relationship between variables using statistical parameters such as correlation and regression.	K4
CO-4	Project the knowledge to interpret the time series and trend analysis.	K3
CO-5	Demonstrate the various methods for calculating index numbers.	K2

Course Title	CORPORATE ACCOUNTING	
CODE	18CEUC304	
CO No.	Course Outcomes	Knowledge Level
CO-1	Enumerate the basic concepts in issue, forfeiture & underwriting of shares	K1
CO-2	Apply different methodology for figuring redemption of debentures	K3
CO-3	Prepare to grasp the corporate practices in valuing of shares and goodwill	K3
CO-4	Develop the competence in preparation of final accounts as per companies act 2013	K3
CO-5	Illustrate the conception of liquidation of companies	K4

Course Title	BUSINESS LAW	
CODE	18CEUC305/18COUC308	
CO No.	Course Outcomes	Knowledge Level
CO-1	Understand the legal rules regarding contract	K1&K2
CO-2	Develop knowledge on the different elements of contract, performance of contract and different modes of discharge of contract	K3
CO-3	Familiarise with the Indian Partnership Act	K3
CO-4	Identify the rules and regulations of sale of Goods Act	K3
CO-5	Acquire the knowledge about common carrier	K1

Course Title	OBJECT ORIENTED PROGRAMMING WITH C++	
CODE	18CEUC306	
CO No.	Course Outcomes	Knowledge Level
CO-1	Express the concepts of oops for building object based applications	K2
CO-2	Sketch the basic data types, control structures, functions, arrays, pointers, and introduction to classes for programmer-defined data types.	K3
CO-3	Extend the dynamic memory management techniques using pointers, constructors, destructors, function overloading and operator overloading	K2
CO-4	Categorize inheritance and demonstrate the concept of virtual functions and polymorphism	K4
CO-5	Explain advanced features of C++ specifically streams and Implement file Operations in C programming for a given applications	K5

Course Title	COMPUTER APPLICATION PRACTICALS - II OOPS WITH C++	
CODE	18CEUCP02	
CO No.	Course Outcomes	Knowledge Level
CO-1	Analyze the given problem statements to create basic program algorithm	K4
CO-2	Apply different functions for input, output, data types, basic operators, files and functions.	K3
CO-3	Write a program in different logic with suitable validations for a given problem	K5

CO-4	Develop the techniques and features of the Object Oriented Programming constructs to construct an application	K5
CO-5	Write the result based on the observations from the experiments	K5

Course Title	ENTERPRISE RESOURCE PLANNING	
CODE	18CEUA303/18CMUA303	
CO No.	Course Outcomes	Knowledge Level
CO-1	To generalize the fundamental principles, concepts and tools used in ERP	K1,K2
CO-2	Identify and describe typical functionality in an ERP system.	K2,K3
CO-3	Apply key technical terminology for ERP development.	K2
CO-4	Understand the concepts of reengineering and its applications to ERP system.	K2,K3
CO-5	Implement the various modules to meet the emerging needs of business.	K3

Course Title	BUSINESS FINANCE	
CODE	18CEUC407	
CO No.	Course Outcomes	Knowledge Level
CO-1	Acquire knowledgeof basic concept of traditional and modern finance functions.	K2&K3
CO-2	Understand the fundamental concepts of financial planning	K2
CO-3	Apply the methods of cost of capital and theories of capital structure	K3
CO-4	Implement the capital budgeting techniques in business.	K2&K3
CO-5	Compute the estimation of working capital management and acquaint knowledge on dividend theories.	K3

Course Title	DATABASE MANAGEMENT SYSTEM	
CODE	18CEUC408	
CO No.	Course Outcomes	Knowledge Level
CO-1	Discuss the fundamentals of database, to study the physical and logical database designs, database modeling, relational, hierarchical and network models	K2
CO-2	Explains the structure and model of the relational database system	K2
CO-3	Classify the Embedded SQL statements and apply Normal forms	K2,K3
CO-4	Express the tree structured relationship in hierarchical model.	K2
CO-5	Construct the relationship between records by using links in network model	K3

Course Title	SOFTWARE ENGINEERING	
CODE	18CEUC409	
CO No.	Course Outcomes	Knowledge Level
CO-1	Describe the plan of a software engineering process life cycle including the specification, design, implementation , and testing of software systems that meet specification, performance, maintenance and quality requirements	K2
CO-2	Analyze the cost estimate and problem complexity using various estimation techniques	K4
CO-3	Analyze and translate a specification into a design, and then realize that design practically, using an appropriate software engineering methodology.	K4
CO-4	Develop the code from the design and effectively apply relevant standards and perform testing, and quality management and practice	K5
CO-5	Explain the concepts of software maintenance	K2

Course Title	COMPUTER APPLICATION PRACTICALS - III ORACLE –SQL	
CODE	18CEUCP03	
CO No.	Course Outcomes	Knowledge Level
CO-1	Apply SQL queries to user specifications	K3
CO-2	Analysethe SQL queries for data definition/manipulation/alteration/ Transaction and involve decision making.	K4
CO-3	Design database schema considering normalization and relationships within database	K5

CO-4	Develop nested queries for complicated queries	K5
CO-5	Prepare results based on the observations of the experiments	K5

Course Title	ALLIED - BUSINESS MANAGEMENT	
CODE	18CEUA404/18CMUA404	
CO No.	Course Outcomes	Knowledge Level
CO-1	Acquire the knowledge of management principles and its thoughts.	K1
CO-2	Enumerate the concept of planning and decision making in the business situation.	K2
CO-3	Identify common organizational structure and describe current trends in organization.	K3
CO-4	Apply the various theories of motivation in an organization.	K3&K4
CO-5	Evaluate the knowledge of methods and need of Co-ordination and control.	K4

Course Title	BUSINESS MANAGEMENT	
CODE	19CEUC409/18CMUA404	
CO No.	Course Outcomes	Knowledge Level
CO-1	Acquire the knowledge of management principles and its thoughts.	K1

CO-2	Enumerate the concept of planning and decision making in the business situation.	K2
CO-3	Identify common organizational structure and describe current trends in organization.	K3
CO-4	Apply the various theories of motivation in an organization.	K3 & K4
CO-5	Evaluate the knowledge of methods and need of Co-ordination and control.	K4

Course Title	BUSINESS MATHEMATICS	
CODE	19CEUA404	
CO No.	Course Outcomes	Knowledge Level
CO-1	Understand the concept of Set Theory, Permutation and Combination.	K2
CO-2	Apply the arithmetic operations of matrices in solving real time business problems.	K3
CO-3	Explain the conception of lowest and highest common multiple and progression.	K2
CO-4	Develop competence in calculating the True Discount and Banker's Gain.	K3
CO-5	Analyze real time scenarios to solve the problems in Boats &Streams , Pipes & Cisterns, Alligation and Calendars.	K4

Course Title	INCOME TAX LAW AND PRACTICE	
CODE	18CEUC510	
CO No.	Course Outcomes	Knowledge Level
CO-1	Acquire the knowledge of Income Tax Act under the scope of income of an individual assessee.	K3
CO-2	Implement provisions for computation of income from salary.	K4
CO-3	Develop an idea about income from house property and capital gain as a concept among the students.	K3
CO-4	Compute profits and gains of business or profession of an individual assessee.	K4
CO-5	Enlighten the concept of income from other sources and the use of various deductions to reduce the taxable income.	K3

Course Title	EXECUTIVE BUSINESS COMMUNICATION	
CODE	18CEUC511	
CO No.	Course Outcomes	Knowledge Level
CO-1	Discuss the rudiments of communication, business letters and layouts	K2
CO-2	Examine the strategy in drafting enquiry, collection, sales and circular letters	K3
CO-3	Employ the knowledge in preparation of Banking, Insurance and Agency Correspondence	K3
CO-4	Develop mastery on company secretarial correspondence with inclusion of Agenda, Minutes & Report Writing	K3
CO-5	Outline the guidelines for fashioning Resume, Interview and Public Speech	K4

Course Title	COST ACCOUNTING	
CODE	18CEUC512/18COUC515/18CMUC512	
CO No.	Course Outcomes	Knowledge Level
CO-1	Understand the basic concepts and principles of cost accounting.	K1
CO-2	Gain an in depth knowledge about various methods of material issues and system of wage payment.	K2
CO-3	Calculate the overhead cost and their distribution.	K3
CO-4	Discover the value of abnormal loss and gain in Process costing.	K3
CO-5	Interpret the operational efficiency of transport service and also the way of reconciling the cost and financial statements.	K3

Course Title	VISUAL BASIC.NET	
CODE	18CEUC513	
CO No.	Course Outcomes	Knowledge Level
CO-1	Define the basic structure of a Visual Basic.NET and use main features of the integrated development environment (IDE)	K1
CO-2	Relate simple input, output and to determine logical alternatives with VB.NET decision structures	K1
CO-3	Utilize the difference between different control structures and distinguish between functions and sub procedures	K3
CO-4	Develop VB.NET programs using array techniques, menus and file dialog controls	K3
CO-5	Make use of general requirements into data-related solutions using database concepts	K3

Course Title	COMPUTER APPLICATION PRACTICALS - IV VB.NET	
CODE	18CEUCP04	
CO No.	Course Outcomes	Knowledge Level
CO-1	Solve the real time problems with VB.NET applications	K3
CO-2	Manipulate Calculations, Making Decisions, Lists ,Loops, Procedures and Functions	K3
CO-3	Apply Multiple Forms, Modules and Menus	K3
CO-4	Experiment with Databases	K3
CO-5	Solve the real time problems with VB.NET applications	K3

Course Title	AUDITING	
CODE	18CEUE501/18CMUC513	
CO No.	Course Outcomes	Knowledge Level
CO-1	Enable the students to understand the conceptual theory of auditing and investigation.	K1
CO-2	Acquire the knowledge about methods of audit, audit program and Internal control.	K2
CO-3	Establish knowledge on vouching of cash and trade transaction and its implications.	K3
CO-4	Access the correct valuation of assets and liabilities and auditor's duty regarding Reserves and Provisions.	K3
CO-5	Identify the duties, responsibilities and liabilities of a company auditor.	K3

Course Title	MODERN MARKETING	
CODE	18CEUC614	
CO No.	Course Outcomes	Knowledge Level
CO-1	Develop competence on new marketing trends and concept	K3
CO-2	Explain the conception of product policy, product mix and branding.	K2
CO-3	Analyze the strategies of pricing policies.	K4
CO-4	Examine the prominent role of sales promotion and advertising in marketing	K4
CO-5	Prioritize the conceptual framework of legal rights that protect consumer interest in retail environment	K4

Course Title	MANAGEMENT ACCOUNTING	
CODE	18CEUC615/18COUC618/18CMUC615	
CO No.	Course Outcomes	Knowledge Level
CO-1	Understand the concept of Management Accounting and various tools and techniques available to analyse the financial statements	K 1& K 2
CO-2	Interpret the results of Ratio Analysis to know the position of a company	K 2
CO-3	Evaluate the flow of funds, cash receipts and disbursements during a specified period	K 3
CO-4	Apply the cost-volume-profit techniques in optimal managerial decision making	K 3
CO-5	Predict the future period and adopt control measures by preparing different budgets	K 2 & K3

Course Title	COMPUTER APPLICATION PRACTICALS - V WEB PROGRAMMING	
CODE	18CEUCP05	
CO No.	Course Outcomes	Knowledge Level
CO-1	Demonstrate web based application using HTML tags	K3
CO-2	Apply CSS Styles in creation of Web Pages	K3
CO-3	Prepare interactive web application using HTML, CSS and JavaScript language	K3

Course Title	E-BANKING AND PRACTICE	
CODE	18CEUE602	
CO No.	Course Outcomes	Knowledge Level
CO-1	Enumerate the Concepts and Constraints of Electronic Banking	K1
CO-2	Summarize the magnificent ingredient of electronic delivery channels	K2
CO-3	Point out the diverse electronic techniques employed in Banking Sector	K4
CO-4	Develop E-Banking security concepts with Encryption & Cryptographic techniques	K3
CO-5	Construct E-Security solutions with E-locking, public key and firewall notion	K4