



# DANTULURI NARAYANA RAJU COLLEGE

(Autonomous)

BHIMAVARAM, W.G.DIST, ANDHRA PRADESH, INDIA, PIN- 534202.

(Accredited at 'B<sup>++</sup>' level by NAAC)

(Affiliated to Adikavi Nannaya University, Rajamahendravaram)

**M.Com.**

**SEMESTER I**

**Course: CP :101 – PRINCIPLES OF MANAGEMENT**

CO	COURSE OUTCOMES	LEVEL
CO 1	Understand the basic concept of management .	L2
CO 2	Understanding of different styles of leadership and its impact on decision making process.	L2
CO 3	Analyze organizational performance ,staff process and executive development programs.	L4
CO 4	Analyze challenges and opportunities in the field of organization behavior.	L4
CO 5	Evaluating the impact of globalization and technological advancements on management practices	L2
CO 6	To Understand and appreciate the theories of leadership.	L4

**Course: CP102 – BUSINESS ENVIRONMENT**

CO	COURSE OUTCOMES	LEVEL
CO 1	Explain various micro and macro factors affecting functions of business .	L2
CO 2	Analyze Indian economy in light of changing government regulatory policies.	L4
CO 3	Analyze the historical and contemporary changes in the competitiveness of Indian companies	L4
CO 4	Assess the effectiveness of the competition Act 2002 in regulating market practices and promoting fair competition	L5
CO 5	Evaluate the effectiveness of different trade theories in explaining currency global trade dynamics	L5
CO 6	Explain the main principles and functions of the world trade organization .	L2



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## Course: CP103 –BUSINESS ECONOMICS

CO	COURSE OUTCOMES	LEVEL
CO 1	Discuss the relationship between microeconomics and macroeconomics in the business context	L2
CO 2	Describe different types of production processes, including short-run and long-run production	L2
CO 3	Interpret the perfect and imperfect competition markets analysis	L4
CO 4	Apply profit analysis to real world business scenarios	L3
CO 5	Distinguish monetary policy and physical policy	L4
CO 6	summarize concept of national income and trade cycles	L2

## Course: CP104 –BUSINESS COMMUNICATION & SOFT SKILLS

CO	COURSE OUTCOMES	LEVEL
CO 1	Understand the importance of communication in business organization.	L2
CO 2	Explain the different types of communication models and theories	L2
CO 3	Interpret business correspondence, such as e-mails, memos, letters, and reports .	L4
CO 4	Determine the meetings and oral presentation techniques.	L5
CO 5	Evaluate feedback ,use the tone and intonation of good and bad fee back .	L5
CO 6	Explain the concept of report writing	L2

## Course: CP 105 –ADVANCED MANAGEMENT ACCOUNTING

CO	COURSE OUTCOMES	LEVEL
CO 1	Explain concept of management accounting	L2
CO 2	Application of CVP Analysis in real economy.	L3
CO 3	Distinguish make or buy decision	L4
CO 4	Application of standard costing in practical	L3
CO 5	Categorize different types of budget	L4
CO 6	Compare flexible budget with fixed budget.	L2



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## SEMESTER II

### Course: CP 201 –FINANCIAL MANAGEMENT

CO	COURSE OUTCOMES	LEVEL
CO 1	Understand basic elements of Financial Management	L2
CO 2	Apply Traditional and Modern Techniques of Investment Decision	L3
CO 3	Demonstrate their ability to use financial knowledge in practical , real world situation ,making informed and effective financial decisions	L3
CO 4	Understanding the concept of dividend decisions	L2
CO 5	Illustrate traditional and modern approaches of dividend theories	L2
CO 6	Explain the process of working capital cycle	L2

### Course: CP:202 – HUMAN RESOURCE MANAGEMENT– II

CO	COURSE OUTCOMES	LEVEL
CO 1	Understand the functions of human resources management	L2
CO 2	Explain the methods and techniques of HR Planing	L2
CO 3	Understand employee recruitment and selection Process	L2
CO 4	Evaluate different training programmes and understanding of their limitations	L5
CO 5	Analyze wage payment methods and performance appraisal	L4
CO 6	Summarize the concept of the industrial relations in HR management	L3

### Course: CP:203 – MARKETING MANAGEMENT

CO	COURSE OUTCOMES	LEVEL
CO 1	Explain the approaches to the study of marketing	L2
CO 2	Explain the influencing factors of consumer behaviour	L2
CO 3	Understand the process of new product development	L2
CO 4	Summarize the concept of marketing mix	L3
CO 5	Compare the different methods of pricing strategies	L4
CO 6	Understand the concept of promotion	L2



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## **Course: CP: 204 –RESEARCH METHODOLOGY & QUANTITATIVE**

<b>CO</b>	<b>COURSE OUTCOMES</b>	<b>LEVEL</b>
<b>CO 1</b>	Explain the process of research	<b>L2</b>
<b>CO 2</b>	Explain the different types of sampling methods such as random sampling methods	<b>L2</b>
<b>CO 3</b>	Apply appropriate data collection techniques together primary data & secondary data for research projects	<b>L3</b>
<b>CO 4</b>	Understand the concept of scales in research for data collection	<b>L2</b>
<b>CO 5</b>	Describe the steps involved in conducting quantitative analysis from data collection to interpretation of results	<b>L2</b>
<b>CO 6</b>	Calculate the mean, median and mode for various data sets	<b>L3</b>

## **Course: CP:205 – COMPUTER APPLICATIONS IN BUSINESS**

<b>CO</b>	<b>COURSE OUTCOMES</b>	<b>LEVEL</b>
<b>CO 1</b>	Define the basic components of computer system including hardware & software	<b>L2</b>
<b>CO 2</b>	Define system software and application software. Explain their respective roles	<b>L2</b>
<b>CO 3</b>	Explain the concept of the network topology and identify common types of net work topologies	<b>L2</b>
<b>CO 4</b>	Utilize software applications such as word process and spread sheets	<b>L2</b>
<b>CO 5</b>	Implement payment processing solutions such as credit, carol, papal, digital wallet on E-commerce websites	<b>L3</b>
<b>CO 6</b>	Explain EDI and its purpose in modern business transactions	<b>L2</b>



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## SEMESTER III

### Course: CP : 301 : MICRO FINANCE

CO	COURSE OUTCOMES	LEVEL
CO 1	Understand Micro finance products to evaluate the financial needs of potential micro finance clients.	L3
CO 2	Explain the role of NGO in addressing social, economic & environmental issues.	L2
CO 3	Describe the microfinance products differ from traditional financial services	L2
CO 4	Examine the barriers faced by women in accessing micro finance services .	L2
CO 5	Understand the impact of micro finance on economic development and poverty alleviations	L2
CO 6	Describe the role of NABARD in promoting micro insurance and rural development	L2

### Course: CP : 302 : ENTREPRENEURSHIP DEVELOPMENT

CO	COURSE OUTCOMES	LEVEL
CO 1	Explain the basic overview of entrepreneurship	L2
CO 2	Compare different financing option for startups and growing business	L4
CO 3	Explain the key elements of a successful business plan	L2
CO 4	Describe the unique challenges and opportunities faced women entrepreneurs	L2
CO 5	Analyze case studies of successful women-led businesses across different industries	L4
CO 6	Explain the structure and characteristics of venture capital	L2



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## Course: FB1:303:SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

CO	COURSE OUTCOMES	LEVEL
CO 1	Compare and contrast investment strategies and speculative tactics	L4
CO 2	Contrast diversified investment portfolio to manage risk and enhance returns	L3
CO 3	Explain the key components of company analysis , Industry analysis and Economic analysis	L2
CO 4	Apply technical analysis tools and techniques to analyze historical price data	L3
CO 5	Utilize asset allocation techniques to optimize portfolio performance	L3
CO 6	Apply the capital asset pricing model (CAPM) to estimate expected returns and required rate of return	L4

## Course: FB2:304: INTERNATIONAL FINANCIAL MANAGEMENT

CO	COURSE OUTCOMES	LEVEL
CO 1	Describe the evolution of the International monetary systems	L2
CO 2	Evaluate the factors contributing to the subprime crisis and its global ramifications	L5
CO 3	Explain the Translation risk, Transaction risk and economic risk on multinational corporations	L2
CO 4	Analyze the advantages and disadvantages of floating rate instruments for issuers and investors	L4
CO 5	Describe the concept and types of foreign direct investments	L2
CO 6	Explain the key components IFRS and GAAP (generally accepted accounting principals)	L2



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## Course: FB3 : 305 : FINANCIAL DERIVATIVES

CO	COURSE OUTCOMES	LEVEL
CO 1	Describe the concept and types of financial derivatives	L2
CO 2	Apply basic hedging strategies using derivatives instruments	L3
CO 3	Describe the characteristics and features of call option and put option	L2
CO 4	Apply option pricing models to value call and put option	L3
CO 5	Utilize options strategies for speculative and hedging purposes	L3
CO 6	Explain the features and types of swaps	L2

## SEMESTER IV

### Course: CP:401:FINANCIAL MARKETS AND SERVICES

CO	COURSE OUTCOMES	LEVEL
CO 1	Explain the different elements in financial structure	L2
CO 2	Summarize the functions and roles of merchant banks in financial markets	L2
CO 3	Understand assess the challenges and risks associated with venture capital investments	L2
CO 4	Critically assess the advantages and disadvantages of different types of leasing arrangements	L4
CO 5	Analyze the impact of credit rating on financial markets and investment decisions	L4
CO 6	Evaluate the benefits	L3



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## **Course: CP:402: AUDITING AND ASSURANCE**

<b>CO</b>	<b>COURSE OUTCOMES</b>	<b>LEVEL</b>
<b>CO 1</b>	Explain the objectives and scope of auditing under the companies act 2013	<b>L2</b>
<b>CO 2</b>	Describe the hierarchy and framework of auditing and assurance standards	<b>L2</b>
<b>CO 3</b>	Understand assess the effectiveness of internal control system	<b>L4</b>
<b>CO 4</b>	Understand audit documentation tools and manage audit files	<b>L2</b>
<b>CO 5</b>	Describe the concept and objectives of various types of audit	<b>L2</b>
<b>CO 6</b>	Understand CGA audit reports and recommendations to assess government performance and accountability	<b>L2</b>

## **Course: FB1: 403: ADVANCED BANKING**

<b>CO</b>	<b>COURSE OUTCOMES</b>	<b>LEVEL</b>
<b>CO 1</b>	Explain the functions of RBI	<b>L2</b>
<b>CO 2</b>	Describe the central bank of UK and USA	<b>L2</b>
<b>CO 3</b>	Summarize the USA & UK commercial banks	<b>L2</b>
<b>CO 4</b>	Apply monetary policy frameworks and tool to analyze macro economic trends and development	<b>L4</b>
<b>CO 5</b>	Analyze the role of regulatory and supervisory authorities in implementing financial sector reforms	<b>L4</b>
<b>CO 6</b>	Understand assess the impact and issues of financial sectors reforms	<b>L2</b>





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## Course: FB3:404 : RURAL BANKING

CO	COURSE OUTCOMES	LEVEL
CO 1	Describe the causes and determinants of rural poverty , including economic , social and environment factors	L2
CO 2	Explain the functions of RBI & NABARD	L2
CO 3	Analyze the role of financial technology and digital innovations in advancing financial inclusion efforts	L4
CO 4	Evaluate the effectiveness of government schemes and initiatives aimed at promoting financial inclusion through business facilitator (BF) & business correspondence (BC)	L5
CO 5	Explain the poverty alleviation programs on reducing poverty incidence , inequality and social exclusion	L2
CO 6	Analyze the role of technology and innovations in overcoming barriers (problems) to rural banking and expanding financial services in remote areas	L2

## Course: FB3: 405 FINANCIAL INSTITUTIONS

CO	COURSE OUTCOMES	LEVEL
CO 1	Determine the functions and roles of financial institutions in the economy	L3
CO 2	Explain the scope & role of NBFC's	L2
CO 3	Critically assess the impact regulatory changes and market dynamics on the performance and stability of NBFCs	L4
CO 4	Determine nature and scope of NBSFO's	L3
CO 5	Explain the key performance indicators (KPI's) used to measure the financial and operational performances	L2
CO 6	Apply financial analysis techniques to evaluate the performance & profitability of NBFC's	L3