

# Master of Commerce

## 2014 Syllabus

SEMESTER	COURSE	OUTCOME
1	COM1C01 BUSINESS ENVIRONMENT & POLICY	CO 1: To give the students an exposure to environmental dynamics of contemporary business. CO 2: To develop the skill of decision making by analyzing the business environment and opportunities.
1	COM1C02 QUANTITATIVE TECHNIQUES & OPERATION RESEARCH	CO 1: To make the students understand some of the basics of quantitative techniques CO 2: To equip the students to apply operation research techniques for decision making.
1	COM1C03 MANAGEMENT INFORMATION SYSTEM	CO 1: To provide a basis understanding of the concept of Management Information System, its application in managerial decision making and the process of development and maintenance of information system in an organization.
1	COM1C04 ORGANIZATIONAL BEHAVIOUR	CO 1: To understand the conceptual framework of management and organizational behaviour. CO 2: To understand the applicability of the concept.
1	COM1C05 ACCOUNTING FOR BUSINESS DECISIONS	CO 1: To acquaint the students with the tools and techniques for business decisions
2	COM2C06 STRATEGIC MANAGEMENT	CO 1: To give the students an awareness about the importance of strategic management in modern organizations.

		<p>CO 2: To give the students an in-depth knowledge in Strategic management process.</p> <p>CO 3: To develop among the students the skill of managing organizations in the new age.</p>
2	COM2C07 RESEARCH METHODOLOGY & COMPUTER APPLICATION	<p>CO 1: To make the students understand the steps in the process of Social Research.</p> <p>CO 2: To equip the students to apply statistical tools for hypothesis test and decision making.</p>
2	COM2C08 COSTING FOR MANAGEMENT DECISIONS	<p>CO 1: To understand the concept and importance of cost accounting.</p> <p>CO 2: To understand the application of cost accounting tools for generating information for managerial Decision making.</p>
2	COM2C09 ADVANCED BUSINESS ACCOUNTING	<p>CO 1: To understand new accounting concepts.</p> <p>CO 2: Expose the students to advanced accounting issues and practices.</p>
2	COM2C10 FINANCIAL MANAGEMENT	<p>CO 1: Understand the conceptual framework of Financial Management and to equip the students with knowledge about the Financing, Dividend and Liquidity areas of financial decision making in business organizations.</p>
3	COM3C11 MARKETING MANAGEMENT	<p>CO 1: To acquaint the students with the marketing principles and practice.</p> <p>CO 2: To understand the process of modern marketing</p> <p>.</p>
3	COM3C12 CORPORATE ACCOUNTING	<p>CO 1: To familiarize the student knowledge about the Corporate Accounting System,</p>
3	COM3C13 INCOME TAX LAW & PRACTICE	<p>CO 1: To provide the students an in-depth knowledge of the basic concepts of Income Tax and the</p>

		provisions relating to the computation of Total income and tax liability of an individual assessee
3	COM3C14 WEALTH TAX & INDIRECT TAXES	CO 1: To provide an overview of the indirect tax system in India and an in-depth understanding of the Wealth Tax Act, 1957.
3	COM3C15 HUMAN RESOURCE MANAGEMENT	CO 1: To familiarize the students with the human resource management processes. CO 2: To sensitize them to the training process and techniques, and CO 3: To provide them with appropriate knowledge and skills required for selecting, developing and managing human resources.
<b>ELECTIVE FOR M.COM FINANCE</b>		
4	COM4E01 SECURITY ANALYSIS & PORTFOLIO MANAGEMENT	CO 1: To acquire knowledge of securities markets and its theoretical foundations CO 2: To help the students to equip the trading of securities.
4	COM4E02 INTERNATIONAL FINANCIAL MANAGEMENT	CO 1: To introduce the basic concepts and tools of International Financial Management. CO 2: To provide them appropriate knowledge about foreign investment and financing decisions
4	COM4E03 FINANCIAL MARKETS & SERVICES	CO 1: To understand the structure, organization and working of financial markets and institution in India. CO 2: To understand the various financial services available.
4	COM4E04 CORPORATE TAX PLANNING & MANAGEMENT	CO 1: To acquaint the students with the method of computing total income and tax liability of different types of persons (excluding individuals and HUFs), CO 2: To understand the concepts of tax planning and management; and

		the tax implications of various managerial decisions.
4	COM4PR PROJECT REPORT/DISSERTATION	CO 1: understand the method of carrying out a project CO2: undertake project work independently
4	COM4C16 VIVA-VOCE	

**ELECTIVE FOR M. COM MARKETING**

4	COM4E05 CONSUMER BEHAVIOUR	CO 1: To understand the buying influences and behaviour of consumer and CO 2: To understand the models of consumer decision making.
4	COM4E06 ADVERTISING & SALES MANAGEMENT	CO 1: To make the students understand the issues related with advertisement salesmanship. CO 2: To help the students to equip the various tools in salesman shipment and selling practices.
4	COM4E07 SERVICES MARKETING	CO 1: To understand the present-day markets of services including Banking, Insurance, Tourism, Hospital and consultancy services.
4	COM4E08 LOGISTICS MANAGEMENT	CO 1: To enable the student to understand the fundamentals of logistics and the process involved storing, packing and distributing goods and the costs involved in these processes. CO 2: To enable the student to understand modern trends in logistical operations.

**M. COM MODIFIED SYLLABUS WITH EFFECT FROM 2017 ADMISSION**

3	COM3C14- DERIVATIVES AND RISK MANAGEMENT	CO 1: To give the students an exposure to derivatives.
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		CO 2: To develop the skill of decision making by using different derivatives contracts.
4	CON14E04 CORPORATE TAX MANAGEMENT & GST	CO 1: To acquaint the students with the method of computing total income and tax liability of different types of persons (excluding individuals, HUFs and Firms); CO 2: To understand the concepts of Tax Planning and Management; CO 3: To familiarize Goods and Services Tax.



<b>Semester</b>	<b>Course</b>	<b>Outcome</b>
<b>I</b>	<b>ENG 1C01 BRITISH LITERATURE: CHAUCER TO SEVENTEENTH CENTURY</b>	<ol style="list-style-type: none"> <li>1. To give an idea of the English literature in the 17th century.</li> <li>2. To compare and contrast the life of people in Chaucer's period and the present age.</li> <li>3. To enhance the imagination of the learners.</li> </ol>
<b>I</b>	<b>ENG 1C02 BRITISH LITERATURE: EIGHTEENTH CENTURY</b>	<ol style="list-style-type: none"> <li>1. To give the students a comprehensive knowledge of 18<sup>th</sup>-century literature.</li> <li>2. To Understand the historical contexts behind the origin and development of English literature, focusing on various movements and the critical works belonging to such activities.</li> <li>3. To understand the political, social impact on writers of the 18<sup>th</sup> century.</li> <li>4. To get acquainted with various literary genres and their influence on society.</li> </ol>
<b>I</b>	<b>ENG 1C03 LITERARY CRITICISM</b>	<ol style="list-style-type: none"> <li>1. To introduce some of the writings in criticism practice and the formation of theory.</li> <li>2. To enable the students to understand literary/critical theories, writings, and critical concepts.</li> <li>3. To enhance the critical temper in the students.</li> <li>4. To enable the students to interpret and analyse literature.</li> </ol>
<b>I</b>	<b>ENG 1C04 HISTORY AND STRUCTURE OF ENGLISH LANGUAGE</b>	<ol style="list-style-type: none"> <li>1. To acquaint a detailed understanding of diachronic changes in English from Old English to Modern English.</li> <li>2. To resonate a reproachful understanding of the evolution of the English Language.</li> <li>3. To comprehend the methodology of language change.</li> </ol>
<b>I</b>	<b>ENG 1E01 MALAYALAM LITERATURE IN TRANSLATION</b>	<ol style="list-style-type: none"> <li>1. To introduce students to the best fiction and non-fiction in Malayalam.</li> <li>2. To go through the excellent classics in literature and instil inquiry and spirit of exploration to the lives and deeds of characters.</li> <li>3. To introduce Kerala's culture and historical background to understand the past scenario deeply.</li> </ol>

II	<b>ENG 2C05 LITERATURE OF THE ROMANTIC PERIOD</b>	<ol style="list-style-type: none"> <li>1. To help students understand England's social and cultural history during the Romantic period.</li> <li>2. To understand the politics that shaped the literature of the time.</li> <li>3. To help students get familiarised with the prominent writers and intellectuals of the Romantic period.</li> <li>4. To help students to know various features of Romantic writings.</li> <li>5. To read and understand various genres of literature during the Romantic Period.</li> </ol>
II	<b>ENG 2C06 LITERATURE OF THE VICTORIAN PERIOD</b>	<ol style="list-style-type: none"> <li>1. To analyse and discuss the central idea of Victorian texts.</li> <li>2. To know about the authors of the Victorian age.</li> <li>3. To analyse the work of Victorian writers and the use of supernatural and gothic elements.</li> </ol>
II	<b>ENG 2C07 MODERN LITERARY THEORY</b>	<ol style="list-style-type: none"> <li>1. To make the students analyse and interpret literature.</li> <li>2. To familiarise them with various critical terms and theories.</li> <li>3. To introduce the students to some writings in criticism practice.</li> </ol>
II	<b>ENG 2E06 DALIT WRITINGS</b>	<ol style="list-style-type: none"> <li>1. To draw attention to the problems faced by Dalits.</li> <li>2. To know a wide range of Dalit writings.</li> <li>3. To help the students to analyse Indian writings.</li> <li>4. To form an idea of the Dalit writers in different states in India.</li> </ol>
III	<b>ENG 3C08 TWENTIETH-CENTURY BRITISH LITERATURE</b>	<ol style="list-style-type: none"> <li>1. To perceive the historical background and the Socio-Political changes in the 20th Century.</li> <li>2. To accustom the students to British Literature in the early twentieth century.</li> <li>3. To understand and analyse the literary words reflecting the age and importance.</li> </ol>
III	<b>ENG 3C09 LINGUISTICS</b>	<ol style="list-style-type: none"> <li>1. To understand the fundamental nature, branches and history of linguistic inquiry.</li> <li>2. To distinguish, evaluate and interpret the methodologies and their results in the context of the overall aim of understanding the nature of language.</li> <li>3. To understand and use methods of logical analysis in analysing the data applying the rules of grammar, syntax, phonetics and semantics.</li> </ol>

III	<b>ENG 3C10 INDIAN WRITING IN ENGLISH</b>	<ol style="list-style-type: none"> <li>1. To understand the growth of English literature in India.</li> <li>2. To realise the importance of historical and cultural context in Indian English writing.</li> <li>3. To get familiarised with the significant Indian English writers.</li> <li>4. To inculcate cultural literacy and appreciation among the students.</li> </ol>
III	<b>ENG 3C11 AMERICAN LITERATURE</b>	<ol style="list-style-type: none"> <li>1. To introduce the students to the period of American Literature.</li> <li>2. To introduce them to many poems, prose, fiction, dramas written by American authors.</li> <li>3. To make awareness about American literature's writing forms and authors.</li> </ol>
III	<b>ENG 3E08 EUROPEAN FICTION</b>	<ol style="list-style-type: none"> <li>1. To introduce the world's best classics and literary works.</li> <li>2. To explore the western conception of life and incidents and have a deep insight into people's psyche.</li> <li>3. To establish a relationship between the classical themes and then prevailed situations of Europe.</li> </ol>
	<b>ENG 4C12 POSTCOLONIAL WRITINGS</b>	<ol style="list-style-type: none"> <li>1. To introduce the concept and theory of Post Colonialism in literature.</li> <li>2. To understand and get familiarised with major Postcolonial theorists, writers and their writings.</li> <li>3. To help students know how language was used as a tool by the Colonizers to destroy native cultures.</li> <li>4. To help students get familiarised with post-colonial concepts like Diaspora, Assimilation, Appropriation, etc.</li> <li>5. To help students to know the place of third world countries.</li> </ol>
	<b>ENG 4C13 WOMEN'S WRITING</b>	<ol style="list-style-type: none"> <li>1. To promote gender sensitivity</li> <li>2. To help the students interpret women's experience as described in the literature</li> <li>3. To enable the students to think about the material and psychological forces behind women's oppression.</li> <li>4. To lead them to explore women's writings.</li> </ol>
	<b>ENG 4C14 FILM STUDIES</b>	<ol style="list-style-type: none"> <li>1. To introduce various film theories.</li> <li>2. To familiarise the students with a wide range of cinematic styles and techniques.</li> <li>3. To enable the students to critically analyse a film and create a lively atmosphere of cinema debate in the classrooms.</li> </ol>
	<b>ENG 4C15 COMPREHENSION</b>	<ol style="list-style-type: none"> <li>1. To familiarise me with various terms and concepts in literature.</li> </ol>

		<ul style="list-style-type: none"> <li>2. To help the students to enrich their knowledge.</li> <li>3. To help the students to improve their comprehension of academic articles.</li> </ul>
	<b>ENG PR 16 PROJECT</b>	<ul style="list-style-type: none"> <li>1. To develop critical temperament in students.</li> <li>2. To foster the writing skill of the students.</li> <li>3. To cultivate an urge for research</li> <li>4. To provide training in research methodology.</li> </ul>



**MASTER OF ARTS  
ENGLISH**

**2018 Syllabus  
PROGRAMME OUTCOMES (POs)**

