



University of Kerala

**Four Year Under Graduate Programme
(UoK FYUGP)**

Syllabus

Major Discipline: Commerce

May 2024

About the Discipline

Commerce heralds all the economic episodes of social life by exchange of goods and services; and its auxiliaries. The different constituents of commerce have seeped into the micro and macro level of social transactions. Commerce had emancipated new order in every walk-in terms of Quality and convenience. Insurance, Communication, Transportation, warehousing, banking and the frontiers is widening every now and then. Over the years, the discipline had outgrown its traditional outfits and now it wets new horizons including logistics, fintech, tourism, entrepreneurship and so on and so forth. Commerce now offers smart solutions for the entire spectrum of hindrances in exchange of values and utilities. Educationally, fine developments in Digital and economic integration have given fillip to voyage of commerce discipline. An aspiring graduate of Commerce with its skillsets can certainly make meaningful difference in the perspectives of life, career on the planet.

Graduate Attributes

Graduate attributes bridge the gap between academia and the real world, fostering lifelong learning and meaningful contributions. They denote the skills, competencies, and high-level qualities that a student should acquire during their university education. Apart from gathering content knowledge, these attributes go beyond the assimilation of information to its application in various contexts throughout a graduate's life. It aims to inculcate the art of critical thinking, problem-solving, professionalism, leadership readiness, teamwork, communication skills, and intellectual breadth of knowledge. The University of Kerala envisages to pave the path of guiding the student's journey to shape these attributes uniquely, making them integral to personal growth and success in various spheres of life. The University strives to ensure that these graduate attributes are not just checkboxes, but they play a pivotal role in shaping the students into capable, compassionate, and responsible individuals with a high degree of social responsibility.

Programme Outcomes (POs)

PO-1 Critical thinking

- analyze information objectively and make a reasoned judgment
- draw reasonable conclusions from a set of information, and discriminate between useful and less useful details to solve problems or make decisions
- identify logical flaws in the arguments of others
- evaluate data, facts, observable phenomena, and research findings to draw valid and relevant results that are domain-specific

PO-2 Complex problem-solving

- solve different kinds of problems in familiar and no-familiar contexts and apply the learning to real-life situations
- analyze a problem, generate and implement a solution and to assess the success of the plan
- understand how the solution will affect both the people involved and the surrounding environment

PO-3 Creativity

- produce or develop original work, theories and techniques
- think in multiple ways for making connections between seemingly unrelated concepts or phenomena
- add a unique perspective or improve existing ideas or solutions
- generate, develop and express original ideas that are useful or have values

PO-4 Communication skills

- convey or share ideas or feelings effectively
- use words in delivering the intended message with utmost clarity
- engage the audience effectively
- be a good listener who are able to understand, respond and empathize with the speaker
- confidently share views and express himself/herself

PO-5 Leadership qualities

- work effectively and lead respectfully with diverse teams
- build a team working towards a common goal
- motivate a group of people and make them achieve the best possible solution.
- help and support others in their difficult times to tide over the adverse situations with courage

PO-6 Learning 'how to learn' skills

- acquire new knowledge and skills, including 'learning how to learn' skills, that are necessary for pursuing learning activities throughout life, through self-paced and self-directed learning
- work independently, identify appropriate resources required for further learning
- acquire organizational skills and time management to set self-defined goals and targets with timelines
- inculcate a healthy attitude to be a lifelong learner

PO-7 Digital and technological skills

- use ICT in a variety of learning and work situations, access, evaluate, and use a variety of relevant information sources
- use appropriate software for analysis of data
- understand the pitfalls in the digital world and keep safe from them

PO-8 Value inculcation

- embrace and practice constitutional, humanistic, ethical, and moral values in life including universal human values of truth, righteous conduct, peace, love, nonviolence, scientific temper, citizenship values
- formulate a position/argument about an ethical issue from multiple perspectives
- identify ethical issues related to work, and follow ethical practices, including avoiding unethical behaviour such as fabrication, falsification, or misrepresentation of data, or committing plagiarism, and adhering to intellectual property rights
- adopt objective, unbiased, and truthful actions in all aspects of work

Programme Specific Outcomes

PSO 1 Understand the laws and regulations on business organisations and their compliance.

PSO 2 Understand co-operative institutions' origin, functions, governance, and role in community engagement.

PSO 3 Apply management concepts and theories to improve the skills across the functional areas of business.

PSO 4 Apply assessment procedures of direct and indirect tax, and tax planning.

PSO 5 Apply the formalities and procedures in law, finance, HR, and taxation in global business operations.

PSO 6 Apply technology and software for accounting and business data analysis.

PSO 7 Analyse the logistics and supply chain management systems and practices in business operations.

PSO 8 Critically analyse the strategies in designing and marketing of sustainable tourism products.

PSO 9 Analyse the concepts and theories of marketing in formulating strategies for business.

PSO 10 Critically analyse the sources and application of funds in financial market and develop appropriate investment strategies.

PSO 11 Evaluate the operational and financial performance of business entities, based on cost and financial statements prepared adhering transparency and disclosure principles.

PSO 12 Develop creativity quotient, awareness, values and ethics with sustainability in business practices.

PSO 13 Generate skills for designing a research plan including data collection, analysis, interpretation, and preparation of research reports

PSO 14 Create entrepreneurial competencies for the current start-up ecosystem in terms of legal regulations and state support.

SEMESTER-WISE COURSE STRUCTURE

Semester I

Course Category	Course Code	Course Name
Discipline Specific Core Courses (DSC)	UK1DSCCOM100	Accounting Principles and Standards*
	UK1DSCCOM101	Management Concepts and Practices
	UK1DSCCOM102	Business Communication and Documentation
	UK1DSCCOM103	Dynamics of Business Environment
	UK1DSCCOM104	Indian Financial System
Multi-Disciplinary Courses (MDC)	UK1MDCCOM100	Accounting for Everyone
	UK1MDCCOM101	Fundamentals of Investment

Semester II

Discipline Specific Core Courses (DSC)	UK2DSCCOM100	Financial Accounting *
	UK2DSCCOM101	Functional Management
	UK2DSCCOM102	E-business and Governance
	UK2DSCCOM103	Motivation and Leadership in Business
	UK2DSCCOM104	Practices of Banking and Insurance
Multi-Disciplinary Courses (MDC)	UK2MDCCOM100	Personal Financial Planning
	UK2MDCCOM101	Investing in Stock Market

Semester III

Discipline Specific Core Courses (DSC)	UK3DSCCOM200	Business Mathematics
	UK3DSCCOM201	Corporate Accounting
	UK3DSCCOM202	Entrepreneurship Development
	UK3DSCCOM203	Legal Dimensions of Business
	UK3DSCCOM204	Principles of Marketing
	UK3DSCCOM205	Retail Banking
Discipline Specific Elective (DSE)	UK3DSECOM200	Investment Management**
	UK3DSECOM201	Conceptual Framework of Co-operation**
	UK3DSECOM202	International Business**
	UK3DSECOM203	Computer Application in Business**
	UK3DSECOM204	Consumer Behaviour**
	UK3DSECOM205	Introduction to Indian Taxation System**
	UK3DSECOM206	Introduction to Logistics Management**
	UK3DSECOM207	Principles and Practices of Tourism**
Value Addition Courses (VAC)	UK3VACCOM200	Business and Professional Ethics

Semester III

Discipline Specific Core Courses (DSC)	UK4DSCCOM200	Business Statistics
	UK4DSCCOM201	Company Administration
	UK4DSCCOM202	Business Economics
	UK4DSCCOM203	Innovation and Start-ups
Discipline Specific Elective (DSE)	UK4DSECOM200	Financial Markets and Services**
	UK4DSECOM201	Co-operation and Community Development**
	UK4DSECOM202	Legal Framework of International Business**
	UK4DSECOM203	Software for Data Analysis**
	UK4DSECOM204	Brand Management**
	UK4DSECOM205	Theory and Practice of Personal Income Tax**
	UK4DSECOM206	Fundamentals of Supply Chain Management**
Value Addition Courses (VAC)	UK4VACCOM200	Consumer Rights and Protection
	UK4VACCOM201	Sustainable Business Practices
Skill Enhancement Courses (SEC)	UK4SECCOM200	Entrepreneurial Skills
	UK4SECCOM201	Digital Media Marketing

Semester V

Discipline Specific Core Courses (DSC)	UK5DSCCOM300	Financial Management
	UK5DSCCOM301	Fundamentals of Income Tax
	UK5DSCCOM302	Cost Accounting *
	UK5DSCCOM303	Human Resource Management
	UK5DSCCOM304	Logistics and Supply Chain Management
	UK5DSCCOM305	Advanced Corporate Accounting
Discipline Specific Elective (DSE)	UK5DSECOM300	Stock Exchanges: Operations and Regulations**
	UK5DSECOM301	FINTECH
	UK5DSECOM302	Global Perspectives in Co-operatives
	UK5DSECOM303	Co-operative Legal Framework**
	UK5DSECOM304	Export Import Management
	UK5DSECOM305	International Financial Management**
	UK5DSECOM306	Computerised Accounting**
	UK5DSECOM307	Project Methodology
	UK5DSECOM308	Retail Management**
	UK5DSECOM309	Advertising and Sales Promotion
	UK5DSECOM310	Income Tax Assessment**
	UK5DSECOM311	Essentials of Goods and Service Tax
	UK5DSECOM312	Procurement and Transportation**
	UK5DSECOM313	Warehousing
	UK5DSECOM314	Tourism Products**
	UK5DSECOM315	MICE Tourism
	UK5SECCOM300	Data Analysis and Visualization in Finance

Skill Enhancement Courses (SEC)	UK5SECCOM301	Forensic Accounting and Fraud Detection
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Semester VI

Discipline Specific Core Courses (DSC)	UK6DSCCOM300	GST: Law and Practice
	UK6DSCCOM301	Financial Statement Analysis
	UK6DSCCOM302	Cost Accounting Methods and Techniques
	UK6DSCCOM303	Auditing Principles and Practices *
	UK6DSCCOM304	Strategic Management
	UK6DSCCOM305	Research Methodology
Discipline Specific Elective (DSE)	UK6DSECOM300	Security Analysis and Portfolio Management**
	UK6DSECOM301	Financial Derivatives
	UK6DSECOM302	Co-operative Governance**
	UK6DSECOM303	Co-operative Accounting and Auditing
	UK6DSECOM304	International Human Resource Management
	UK6DSECOM305	Forex Management**
	UK6DSECOM306	Advanced Tools for Business Analysis
	UK6DSECOM307	Web Technology in Business**
	UK6DSECOM308	Service Marketing
	UK6DSECOM309	Digital Marketing**
	UK6DSECOM310	Customs Duty Regulations, Compliance and Export Strategies
	UK6DSECOM311	Assessment of Companies and Corporate Tax Planning**
	UK6DSECOM312	Port Management**
	UK6DSECOM313	Aviation and Cargo Management
	UK6DSECOM314	Tourism Marketing
	UK6DSECOM315	Travel Agency, Tour Operation and Airline Management**
Skill Enhancement Courses (SEC)	UK6SECCOM300	Accounting Software
	UK6SECCOM301	Stock Market Operations

Semester VII

Discipline Specific Core Courses (DSC)	UK7DSCCOM400	Statistics for Business Research
	UK7DSCCOM401	Accounting Standards and Disclosure
	UK7DSCCOM402	Strategic Financial Management
Discipline Specific Elective (DSE)	UK7DSECOM400	Behavioural Finance
	UK7DSECOM401	Co-operative Research and Digital Application
	UK7DSECOM402	Global Taxation Regime
	UK7DSECOM403	Database Management System
	UK7DSECOM404	International Marketing
	UK7DSECOM405	International Taxation
	UK7DSECOM406	International Logistics Management
	UK7DSECOM407	Eco-Tourism and Sustainable Development

Semester VIII

Discipline Specific Core Courses (DSC)	Online 1 Online 2	
	Internship Project	
	Research Project	

Notes:

1. Courses bearing (*) are mandatory, which are to be included in the college basket.
2. For claiming specialization, opting of the four specified courses in electives is mandatory (**) and the BoS has discretion to add or delete courses if it finds desirable in due course of time.
3. All the courses designed and listed by the BoS of Commerce shall be engaged by qualified commerce faculties.

Discipline	COMMERCE				
Course Code	UK1DSCCOM101				
Course Title	Management Concepts and Practices				
Type of Course	DSC				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-	-	4
Pre-requisites	Basic understanding about the concept of management and practices in business organisations.				
Course Summary	The course provides a comprehensive study of management fundamentals, including its nature, evolution, functions, team dynamics, best practices, contemporary challenges, and the role of managers.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Evolution of Management Thoughts		12
	1	Nature and scope of Management. - Schools of Management thoughts- Management as a science as well as art- Management process.	
	2	Historical Evolution of Thoughts and its association with Organization Goals and Tasks	
	3	Principles of management- F.W. Taylor's Scientific Management vs Henry Fayol's Principles –similarities and contradictions	
II	Functions of Management		12
	4	Planning: Types of plans, planning process. Business Plans and Projects Transforming Plan to viable projects	
	5	Organizing: line and staff functions, centralization and decentralization, Changing Social dynamics and Resultant Organization Culture	
	6	Staffing: Manpower Planning and Deployment, retention and development	
	7	Directing: Principles of direction-- Coordination and Controlling. - Planning and Control –Standardization and Benchmarking for Controlling	
III	Management Approaches		12
	8	Manager vs leader- Leadership styles. - Leadership Styles and Organizational Efficiency- Analysing Roles of Great Leaders in Business and Industry	
	9	Management by Exception – Strategic use in Organizations	
	10	Management by Objectives (MBO); process, benefits, limitations. Using MBO as a Planning Mechanism to achieve Goals	
IV	Team Management		12
	11	Team management-meaning- Types of teams -Creating effective teams	

	12	Team building: Purpose- self-management skills-Management games	
	13	Quality circles: Benefits- implementation in organizations.	
	Best Management Practices		12
	14	TQM- Quality vs Total Quality Basic Principles of TQM	
V	15	Change Management. – Factors demanding Change – Changing Environment and Managerial implications – Manager as a Change Agent Role of Managers in the twenty first century.	
	16	Case Studies on Best management practices-Success stories	

Recommended Books

Drucker, Peter, F, Management: Tasks, Responsibilities and Practices, Allied Publishers, New Delhi.

L.M Prasad (2021), Principles of management, Sultan Chand & Sons

R.S Davar, Management Process, Himalaya Publishing House

Rustum & Davan, Principles and practice of Management, Himalaya Publishing House.

Srinivasan & Chunawalla, Management Principles and Practice.

Laasch, Oliver (2021). Principles of Management, Sage publishers, UK

Sternad, Dietmar (2020) Effective Management, Mcmillan International

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Explain the scope of Management	U	PSO1 PSO3
CO-2	Describe the key concepts and principles associated with each function of management.	U	PSO3
CO-3	Compare the different management approaches	An	PSO3
CO-4	Describe effective management teams and the purpose of team building	U	PSO3
CO-5	Evaluate the best business management practices	An, E	PSO3 PSO14

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Explain the scope of Management	PO5 PSO1 PSO3	U	C	L	
CO-2	Describe the key concepts and principles associated with each function of management.	PSO3	U	P	L	
CO-3	Compare the different management approaches	PSO3	An	C	L	
CO-4	Describe effective management teams and the purpose of team building	PO5 PSO3	U	C	T	
CO5	Evaluate the best business management practices	PSO3 PSO14	An, E	C	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11	PSO12	PSO13	PSO14	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	1	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	-	-	-
CO 2	-	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO 3	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CO 4	-	-	2	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-
CO 5	-	-	3	-	-	-	-	-	-	-	-	-	-	3	-	-	-	-	2	-	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Discussion / Management games/Managerial Role Play
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5		✓		✓

Discipline	COMMERCE				
Course Code	UK1DSCCOM104				
Course Title	Indian Financial System				
Type of Course	DSC				
Semester	I				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	4	4 hours	-		4
Pre-requisites	Students are aware of the financial system and institutions such as RBI, SEBI				
Course Summary	The course provides a detailed examination of India's financial infrastructure, covering markets, institutions, services, instruments, and regulations.				

Course Outcomes

Detailed Syllabus

Module	Unit	Content	Hrs
I		Introduction to Financial System	12
	1	Indian financial system-Components-- Meaning- Structure	
	2	Regulators in the financial System- SEBI, RBI, IRDA	
	3	Financial System and Economic Development	
II		Financial Institutions and Services	12
	4	RBI and the Banking System – RBI and liquidity management	
	5	SEBI-Role and functions of SEBI – regulatory functions – developmental functions	
	6	Financial Services, Concept of Mutual Funds, venture financing and Crowd financing, financing for small enterprises and start-ups	
III		Financial Markets- Primary Market	10
	7	Primary market- Scope -Importance- Objectives	
	8	Methods of floatation of capital -Public issue- Methods of public issue- IPO-FPO-e-IPO-Pricing of issues-Forms of offer documents- Book building process - Fixed price issue Vs Book building	
IV		Financial Markets- Secondary Market	14
	9	Secondary market- Significance-Primary market Vs Secondary market	
	10	Stock exchanges- Role and functions of stock exchanges -Major stock exchanges in India -NSE-BSE- Indices	
	11	Listing of securities -Requirements	
	12	Depository system - Dematerialisation of securities	
	13	Screen Based trading in stock exchange- Clearing and settlement	
V		Investor Protection Mechanisms in India	12
	14	Investor Education – SEBI and RBI	
	15	Redressal of grievances in the financial System – SEBI, RBI, IRDA	

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Analyse the regulatory decisions of SEBI, RBI, IRDA on Indian Financial System	U, An	PSO1
CO-2	Evaluate the working mechanism of Stock exchanges.	An, E	PSO11
CO-3	Differentiate the Primary and Secondary Market Operations	U, An	PSO1
CO-4	Explain the Investor Protection Mechanisms in India.	U	PSO11

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Note: 1 or 2 COs/module

Name of the Course: Credits: 4:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PO/PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
1	Analyse the regulatory decisions of SEBI, RBI, IRDA on Indian Financial System	PO1 PSO1	U, An	C	L	
2	Evaluate the working mechanism of Stock exchanges.	PSO11	An, E	P	L	
3	Differentiate the Primary and Secondary Market Operations	PSO1	U, An	C	L	
4	Explain the Investor Protection Mechanisms in India.	PO8 PSO11	U	C	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8	PSO9	PSO10	PSO11	PSO12	PSO13	PSO14	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO 1	2	-	-	-	-	-					-				2							
CO 2			-	-	-	-					2											
CO 3	-	-		-		-					3					-						
CO 4	2	-			-	-					-				-							3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Programming Assignments
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4		✓		✓

Discipline	COMMERCE				
Course Code	UK1MDCCOM101				
Course Title	Fundamentals of Investment				
Type of Course	MDC				
Semester	1				
Academic Level	100 – 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours/Week
	3	3 hours			3 hours
Pre-requisites	No prerequisites required				
Course Summary	This course serves as a comprehensive introduction to the basics of investment, focusing on key concepts such as the risk-return trade-off, the time value of money, various investment avenues, and effective investment strategies. Participants will gain a solid foundation in understanding investment principles and learn how to evaluate investment opportunities through practical exposure. The course equips students with the skills to analyse investment risks and returns, calculate the time value of money, and identify suitable investment avenues based on individual financial goals and risk tolerance.				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Basics of Investment		9
	1	Concept of investment	
	2	Importance of investing for financial security and planning	
	3	Investment objectives	
	4	Investment Life Cycle	
	5	Investment Process	
	6	Considerations in making investment decisions	
II	Risk-Return Trade off		9
	7	Concepts of Risk	
	8	Types of investment risk	
	9	Risk profile of investors	
	10	Concept of return and yield	
	11	Relationship between risk and return in investment	
III	Time Value & Compounding Effect		9
	12	Basic Concepts, Importance of Time Value of Money	
	13	Future Value and Present Value Concepts	
	14	Interest rates- Effective Interest Rate, Real Interest Rate and Actual Interest rate.	
	15	Compounding effect and Interest rate conversions	
	16	Loan Amortisation schedule	
	17	Retirement Planning and Savings Calculations	
IV	Investment Avenues		9
	18	Overview of investment alternatives	
	19	Bank Deposits, Money Market Instruments, SIPs, Pension Funds, National Pension Scheme (NPS),	

	20	Shares and Debentures, Bonds, Mutual funds	
	21	Chit Funds	
	22	Exchange Traded Funds (ETFs)	
	23	Real Estates	
	24	Derivatives	
V	Asset Allocation		9
	25	Importance of asset allocation in investment strategy	
	26	Factors influencing asset allocation	
	27	Diversification and Importance of Diversification	
	28	Determining asset allocation based on investment goals and risk tolerance	

Recommended Books

Introduction to Financial Planning, Indian Institute of Banking & Finance | Taxmann Publication, New Delhi.

Pandey, I M, *Financial Management*, |Vikas Publication.

Jain & Khan, *Financial Management*, | Tata McGraw Hill

Rastogi, R P, *Financial Management*, | Taxmann.

Sinha, M., *Financial Planning: A Ready Reckoner* | McGraw Hill Education, New York.

Tripathi, V., *Fundamentals of Investment* | Taxmann Publication, New Delhi.

Preethi Singh, *Investment Management*, Himalaya Publishers.

Course Outcomes

No.	Upon completion of the course the graduate will be able to	Cognitive Level	PSO addressed
CO-1	Describe the importance of investment and its process.	An	3
CO-2	Explain the linkage of relationship between risk and return in making investment.	U	3,10
CO-3	Analyse the compounding effect of interest rate and time value on investment return.	Ap	3,10
CO-4	Determine appropriate investment avenues based on investment goals.	E	3,10
CO-5	Describe the process of asset allocation based on risk consideration.	U	3,10

R-Remember, U-Understand, Ap-Apply, An-Analyse, E-Evaluate, C-Create

Name of the Course: Credits: 3:0:0 (Lecture: Tutorial: Practical)

CO No.	CO	PSO	Cognitive Level	Knowledge Category	Lecture (L)/Tutorial (T)	Practical (P)
CO-1	Describe the importance of investment and its process.	3	An	F, C	L	
CO-2	Explain the linkage of relationship between risk and return in making investment.	3,10	U	C	L	
CO-3	Analyse the compounding effect of interest rate and time value on investment return.	3,10	Ap	P	L	
CO-4	Determine appropriate investment avenues based on investment goals.	3,10	E	F	L	
CO-5	Describe the process of asset allocation based on risk consideration.	3,10	U	P	L	

F-Factual, C- Conceptual, P-Procedural, M-Metacognitive

Mapping of COs with PSOs and POs:

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7	PSO 8	PSO 9	PSO 10	PSO 11	PSO 12	PSO 13	PSO 14
CO 1	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	2	-	-	-	-
CO 2	1		1	-	-	-	-	-	-	-	2	-	-	-	-	-	-	2	-	-	-	-
CO 3	1	-		2	-	-	-	-	-	-	2	-	-	-	-	-	-	2	-	-	-	-
CO 4	1	-	2	2	-	-	-	-	-	-	2	-	-	-	-	-	-	2	-	-	-	-
CO 5	1		1	1	-	-	-	-	-	-	2	-	-	-	-	-	-	2	-	-	-	-

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Final Exam

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓