

Bachelor of Commerce
(REGULARS AND PROFESSIONAL)

Program Outcomes (POs)

At the end of the programme, students will be able to	
PO 1	Demonstrate the knowledge and skills in the field of Commerce and Business management, including accounting, auditing, finance, taxation and law that are relevant to employment as well as entrepreneurship.
PO 2	Employ functional/cross-functional knowledge and skills in new and concrete situations by engaging in project-based learning, on-the-job training and internships.
PO 3	Illustrate critical thinking skills to make data-driven business decisions and interpret stakeholder value.
PO 4	Articulate thoughts/ideas clearly, logically and effectively to lead/organize self and others in a cross-disciplinary environment.
PO 5	Recognize the need for lifelong learning and continuing professional development
PO 6	Demonstrate an Entrepreneurial mindset towards business opportunities
PO 7	Employ moral/ethical values in conducting one's life, use ethical practices in all work and play a constructive role as a responsible citizen in the society.
PO 8	Accomplish Globally-recognized professional qualifications and adapt to changing trades and demands of workplace through up-skilling/ re-skilling.

Program Specific Outcomes (PSOs)

PSO 01	Develop competence and confidence as management accounting professional who can guide and lead an organization to sustainable success.
PSO 02	Accomplish globally-recognized professional qualifications not limited to US CMA (Certified Management Accountants) and UK CIMA (Chartered Institute of Management Accountants).
PSO 03	Appraise strategic decision-making skills including crafting of strategies, managing risks and assessing organization's source of financial resources.
PSO 04	Develop skills in relevant technology to manage organizational and individual performance.
PSO 05	Develop/construct entrepreneurial skills which are the driving force of modern global economy and a primary source of job creation.
PSO 06	Demonstrate the highest standards of ethical responsibility and integrity to maintain a good professional image.

2019-20 Batch

Semester	Course Code	Course Name	Course Outcomes (COs)
I	16BCC1C04	FINANCIAL ACCOUNTING – I	<p>CO1: Demonstrate the knowledge of fundamental accounting principles and equations that are required to record the business transaction in an organization while preparation of financial statements.</p> <p>CO2: Ascertainment of purchase consideration and its discharge in case of conversion of partnership firm.</p> <p>CO3: Compare and contrast the pros and cons of hire purchase and installment system and articulate decision making skills during their purchase.</p> <p>CO4: Determine the procedure in preparation of Royalty Account in the books of Lessor and Lessee in different Business Property contracts.</p> <p>CO5: Compute Fire Insurance claims for the loss of stock and Profit by ascertaining Gross profit rate.</p>
I	16BCHC1C08	HUMAN RESOURCE MANAGEMENT	<p>CO1: Illustrate the importance, objectives and functions of Human Resource Management.</p> <p>CO2: Develop an understanding and importance of human resource planning as well as its role.</p> <p>CO3: Demonstrate a critical understanding of Recruitment, Selection process</p> <p>CO4: Identify the importance of training and induction programs in an organization.</p> <p>CO5: Examine the objectives, methods and principals involved in performance appraisal.</p> <p>CO6: Recommend the purpose and basis of promotions & transfers.</p> <p>CO7: Acquaint students with the latest developments in Human Resource Management to adapt to the changing business environment</p>

Semester	Course Code	Course Name	Course Outcomes (COs)
I	19BCC1C072	QUANTITATIVE TECHNIQUES	<p>CO1: Acquaint the concepts of matrix arithmetic and the linear equations with two or three variables solving with Cramer's rule and matrix method and also to familiarize the business applications of matrices in the current scenario.</p> <p>CO2: Familiarize the concepts and business applications of ratios and proportions.</p> <p>CO3: The learners will attain the knowledge on financial dealings like simple, compound interests, annuities etc.</p> <p>CO4: Orients the student with the usage of univariate data analysis with the help of central tendency and measures of dispersions.</p> <p>CO5: Makes the learner to familiarize and realize the needs of bi-variate data analysis for the survival of current dynamical business world with the help of correlation and regression analysis</p>
I	19BCC1C072	COMPANY LAW AND SECRETARIAL PRACTICES	<p>CO1: Identify the essential elements of Companies Act, 2013 including characteristics of a company, its types and phases of its formation.</p> <p>CO2: Enumerate the key documents related to formation of a company.</p> <p>CO3: Recognize various regulatory roles and responsibilities of Key Managerial Personnel.</p> <p>CO4: Articulate on the importance of Stocks and Shares and meetings of a company.</p> <p>CO5: Understand the basics of Limited Liability Partnership Act and its merits over other forms of business organizations along with the procedure of liquidation</p>

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II	16BCC2C03	FINANCIAL ACCOUNTING- II	<p>CO1:Incorporate transactions that need to be recorded in double entry system and learn to convert single entry into double entry system of book keeping.</p> <p>CO2:Determine the profit of branches under Debtors system, stock and Debtors system and to incorporate Trial Balance of branch in head Office Books.</p> <p>CO3:Provide the knowledge of accounting process of departmental accounts</p> <p>CO4:Compute profits in Consignment transactions under Cost Price Method and Invoice price Method.</p> <p>CO5:Ascertaining the value of goodwill under different methods.</p> <p>CO6:Identifying the different factors for valuation of shares and to solve problems on valuation of shares under different methods</p>
II	19BCC2C06	BUSINESS ECONOMICS	<p>CO1:Demonstrate the basic concepts and theories of economics.</p> <p>CO2:Illustrate the use of Demand and supply analysis, production and consumer theory in decision making.</p> <p>CO3:Appraise the essential economic theories and its implication on the flow of money in economy.</p> <p>CO4:Examine the macro economic variables such as national income, output, savings, investment and employment.</p> <p>CO5:Contrast the role of international trade, exchange rates and international organizations.</p>
II	16BCC2C05	MARKETING MANAGEMENT	<p>CO1:Understanding and examining the basic concepts of marketing and marketing environment.</p> <p>CO2:Appraise market research process and analyze STP process.</p> <p>CO3:Breakdown and examine various product and pricing strategies.</p> <p>CO4:Understand the elements of promotion mix and factors affecting choice of distribution.</p> <p>CO5:Outline and analyze the recent trends in marketing</p>

Semester	Course Code	Course Name	Course Outcomes (COs)
II	19BCC4S061	ENTREPRENEURSHIP	<p>CO1: Discuss the concept of entrepreneurship and its needs in current scenario.</p> <p>CO2: Examine the business environmental analysis and preparing a planning</p> <p>CO3: Articulate technical, financial, managerial and personnel feasibility of a business plan</p> <p>CO4: Course outcome4 Illustrate the relationship between a business organization and various government schemes and regulations.</p> <p>CO5: Identify why entrepreneurs fail and the various pitfalls of entrepreneurs</p>
III	19BCC3C03	CORPORATE ACCOUNTING	<p>CO1: Recognize the process of internal reconstruction along with accounting treatments</p> <p>CO2: Interpret Mergers and Acquisitions of Companies and prepare journal entries, ledger accounts and consolidated financial statements in the books of both vendor and purchasing companies</p> <p>CO3: Simulate the provisions of Companies Act, 2013 for settlement of claims at the time of liquidation using hierarchy of payments</p> <p>CO4: Summarize accounting transactions and prepare final accounts according to Schedule III of Companies Act, 2013</p> <p>CO5: Exposure to the contemporary trends in the accounting world</p>
III	19BCC3C04	BANKING FINANCIAL INSTITUTIONS AND	<p>CO1 - Describe the banking terminologies and their relevance in day-to-day commercial activities.</p> <p>CO2- Classification the financial market into sub-markets based on the financial instruments</p> <p>CO 3- Recognizing role of banking and non-banking institutions in the economy.</p> <p>CO 4- Explore various investment related regulators.</p> <p>CO 5- Evaluate the pros and cons of technology in financial market.</p>

Semester	Course Code	Course Name	Course Outcomes (COs)
III	16BCC4S062	NEGOTIATIONS SKILLS	<p>CO 1: Enumerate various ethical theories and their various divisions and appreciate the relevance of personal values in the business/workplace setting.</p> <p>CO 2: Determine goal setting and various implications of BATNA (best alternative to a negotiated agreement) and ZOPA (zone of possible agreement) with illustrations.</p> <p>CO3: Identify various tactics of negotiation and stages for promoting a constructive negotiation climate.</p> <p>CO 4: Generalize the ability to understand persuasion techniques and the way to implement them in real life and business scenarios.</p> <p>CO 5: Examine about post negotiation assessment and evaluation in relevance with International and cross-cultural crisis in negotiation.</p>
III	19EXTR0G5	MANAGEMENT INFORMATION SYSTEMS	<p>CO 1: Attain the essential importance of Information systems and subsystems which impacts business decision-making process.</p> <p>CO 2: Enumerate the frame work and components of information systems by connecting with its vital elements.</p> <p>CO 3: Demonstrate various subsystems involved in decision making process of the dynamic business world.</p> <p>CO4: Determine various security issues and complexities in developing a suitable information system for an organization.</p> <p>CO5: Examine various application systems available in efficient organizational management and decision making process.</p> <p>CO 6: Recognize various methods and techniques as well as the latest trends available in digital world to support effective organizational decision making process.</p>

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IV	16BCR3C31	COST ACCOUNTING	<p>CO 1: Demonstrate the knowledge of cost concepts and cost accounting techniques that are employed in manufacturing and service industries.</p> <p>CO 2: Compare and contrast the profit according to financial accounting and cost accounting.</p> <p>CO 3 : Recognizing the inventory cost control techniques to be followed by industries.</p> <p>CO 4: Calculate the labor and overhead cost and employ the appropriate technique to control them.</p> <p>CO 5: Demonstrate the skill to compute profits under job, batch and contract costing.</p> <p>CO 6: Determining cost and profit for a process and transport oriented business.</p>
IV	16BCR4C02	FINANCIAL MANAGEMENT	<p>CO1 : Describe the purpose of financial management and identify the financial management objectives for both profit and not-for-profit entities.</p> <p>CO 2: Identify and point out the various components of working capital. Enumerate the inventories, accounts receivable, payables and cash requirements for a business. Assess the working capital needs for a business.</p> <p>CO 3 : Measurement of present value (NPV), internal rate of return (IRR) under different circumstances and distinctive features between the various investment appraisal techniques and also apply special techniques like lease or buy, asset replacement and capital rationing techniques under specific circumstances.</p> <p>CO4 : Elucidate the traditional capital structure theory and Modigliani & Miller approach – with & without tax and demonstrate their implications on valuing business.</p> <p>CO 5 : Decode Efficient Market Hypothesis (EMH) and assess its impact on share prices</p> <p>CO6 : Expound interest-rate risk and demonstrate the various interest-rate risk hedging techniques</p>

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IV	19BCC4C03	BUSINESS LAWS	<p>CO 1: Determine the nature, meaning, essentials of contracts and the impact of legislation upon contract law.</p> <p>CO 2: Assess the application of special contracts in relevance with Indemnity, Guarantee, Bailment and Pledge in business.</p> <p>CO 3: Identify the legal framework of contracts relating to sale of goods in different business situations and the rights of buyers.</p> <p>CO 4: Consolidate the application of competition law to business agreements, dominant positions and combinations between firms, sellers and enforcement mechanisms.</p> <p>CO 5: Enunciate the law in Consumer Protection Act and deduce the basic procedures for handling consumer dispute and redressed agencies.</p> <p>CO 6: Determine a critical understanding of the Cyber law with respect to Information Technology Act.</p>
IV	19nenvi0A2	ENVIRONMENTAL STUDIES	<p>CO1: Demonstrate the ability to apply the concept of Sustainability in daily walks of life.</p> <p>CO2: Ability to analyze the process and progress in various Ecosystems.</p> <p>CO3: Capacity to identify the issues associated with natural resources and provides solutions to overcome the same.</p> <p>CO4: Differentiate levels of Biodiversity and identify the ways to conserve the living organisms.</p> <p>CO5: Ability to determine various forms of pollution and recommended solid waste management techniques.</p> <p>CO6: Ability to implement various environmental laws applicable to fronts of Life.</p> <p>CO7 : Ability to demonstrate the application of disaster management techniques and Human communities.</p>

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IV		LEADERSHIP CHANGE MANAGEMENT	<p>CO1:Demonstrate ability to apply leadership and change management principles</p> <p>CO2:Understand how to analyze and resolve conflicts through a systematic approach.</p> <p>CO3:Know how to lead , manage cross functional team and demonstrate knowledge in strengthening the organization, empowering individuals and promoting accountability and ownership principles</p> <p>CO4: Demonstrate the ability to employ analytical models and critical thinking to identify, evaluate, generate and select and prioritize appropriate alternatives to solve business problems.</p> <p>CO5: Demonstrate effective business communication skills through preparing written reports and professional correspondence and develop oral presentation skills.</p>
IV	19BCR4S064	ORGANIZATIONAL PSYCHOLOGY	<p>CO 1 Summarize the importance and perspectives of organizational psychology.</p> <p>CO 2 Identify the influence of individual personality & perception within organization.</p> <p>CO 3 Interpret complexities of group behaviour in organization.</p> <p>CO 4 Examine organisation changes and relate it to managerial implicatio</p> <p>CO 5 Assessing conflict management within organizations Evaluate (5)</p>

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IV	19EXTROG7	APPLIED STATISTICS	<p>CO 1 :Recognize the key terminologies and concepts used in probability and its application</p> <p>CO 2: Demonstrate the concept of random variables to compute expected value, variance and other relevant statistics.</p> <p>CO 3: Demonstrate the utility of various probability distributions in modelling various real-life scenarios.</p> <p>CO 4: Administer Central Limit Theorem effectively in calculation of probabilities.</p> <p>CO 5: Summarize various sampling techniques and sampling distributions with respect to relevant examples.</p> <p>CO 6: Determine suitable confidence intervals for estimation of a population parameter.</p> <p>CO 7:Predict the truth of a hypothesis concerning mean based on large samples.</p>
V	19BCC5C01	INCOME TAX	<p>CO1: Acquaint the students with basic principles underlying the provisions of direct tax laws and to develop a broad insight of the tax laws and accepted tax practices.</p> <p>CO2: Apply basic tax concepts to simple fact situations and communicate potential income tax ramifications in writing and orally.</p> <p>CO3: Students will be able to explain different types of incomes and their taxability and expenses and their deductibility and will be able to learn various direct taxes and their implication in practical situations</p> <p>CO4: Students will be able to state the use of various deductions to reduce the taxable income and will be able to Research, analyse and evaluate income tax information and issues.</p> <p>CO5:Enables students to the practical aspects of tax planning as an important managerial decision-making process and to apply critical thinking an problem solving skills to resolve income tax issues</p>

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V	19BCC5C02	MANAGEMENT ACCOUNTING	<p>CO1: Elucidate students about the basics of management accounting concepts and provide Learners to summarize the use of financial statement information. It enables learners to examine the costs affecting - financial performance and risk of company based on its financial statements.</p> <p>CO2: Enable student critically compare and provide recommendations to improve operations of organization by solving ratio analysis tool and costing techniques.</p> <p>CO3: Demonstrate mastery of costing systems, cost management systems through use of marginal and standard costing techniques.</p> <p>CO4: Assist student in criticizing the activities that directly and indirectly affect company's overall cash balance.</p> <p>CO5: Devise skills of budgetary control system and enable learners to prepare budget and also to enhance the reporting skills.</p> <p>CO6: Impart knowledge of various performance measurement techniques and application of cost reduction techniques.</p>
V	19BCC5C03	PRINCIPLES OF AUDIT	<p>CO1: Articulate knowledge of fundamental audit concepts.</p> <p>CO2: Apply critical thinking skills and solve auditing problems through the use of case studies.</p> <p>CO3: Demonstrate the use of Auditing, Assurance Standards and the Code of Ethics for professional Accountants.</p> <p>CO4: Demonstrate the ability to undertake research on significant auditing issues and to keep up-to-date with developments in auditing theory and practice.</p> <p>CO5: The need for keeping abreast of current accounting issues and regulations, and the degree of professionalism required of the successful accountant.</p> <p>CO6: Outline the role of auditing in society.</p>

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V	19BCA5D01	ADVANCED FINANCIAL ACCOUNTING	<p>CO1: acquaint with the knowledge of procedure of consolidation.</p> <p>CO2: Enable students to prepare final accounts as per existing regulation act 1949 and to ascertain the non-performing assets.</p> <p>CO3: Review and understand the classification of firm transaction and entries involved in closing the firm accounting books.</p> <p>CO4: Analyze the dividend and interest concept of investment in various equity and debt and to review the accounting entries as to ascertain profit and invest further.</p> <p>CO5: Obtain broad and fundamental information about forensic accounting and analyse the role played by the forensic accountant.</p>
V	19BCF5D01	ADVANCED FINANCIAL MANAGEMENT	<p>CO1: Develop the knowledge of the learners in the role and application of advanced financial management in an organization.</p> <p>CO2: Cultivate the knowledge of capital structure theories and its implications in firm valuation.</p> <p>CO3: Demonstrate how dividend policies impact the firm valuation.</p> <p>CO4: Describe the need for working capital policy in firm performance.</p> <p>CO5: Define the role of cash, inventory and receivables management in enhancing firm performance.</p>
V	19BCM5D01	CONSUMER BEHAVIOUR	<p>CO1: Acquaint the students with the need of understanding Consumer Behaviour, its importance and impact on marketing activities</p> <p>CO2: Study the Consumer's Psychological influence on their Buying Behaviour</p> <p>CO3: Demonstrate how consumers buying behaviour is influenced by their perception and attitudes</p> <p>CO4: Understanding the impact of sociology, psychology, economics and anthropology on consumer behaviour in Rural Marketing</p> <p>CO5: Analyze the consumer decision making process and decision making journey</p>

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V	19BCA5D02	Advanced Auditing	<p>CO1: Acquire basic and fundamental knowledge of Audit Framework and Regulation</p> <p>CO2: Attain the knowledge on Planning and Risk Assessment</p> <p>CO3: Summarize Internal Control and its components</p> <p>CO4: Understand insight of Audit Evidence</p> <p>CO5: Developing an insight of Review and Reporting</p>
V	19BCF5D02	Securities Analysis & Portfolio Management	<p>CO1: Discuss & decide the best form of investment as per risk and return profile.</p> <p>CO2: Demonstrate & Conduct the EIC analysis before investment decision.</p> <p>CO3: Identification & implementation of technical analysis techniques.</p> <p>CO4: Articulate the best investment evaluation technique to calculate risk and return.</p> <p>CO5: Work towards diversifying the monetary resources into various avenues of investment.</p>
V	19BCM5D02	SERVICE MARKETING	<p>CO1: Identifying scope, challenges and issues in services marketing.</p> <p>CO2: Design service concept for new service development.</p> <p>CO3: Assess marketing communication mix in electronic delivery and innovations.</p> <p>CO4: Compare organisations and agencies operating in services marketing.</p> <p>CO5: Examine issues and strategies for enhancement of financial and educational services.</p>
VI	19BCC6C01	BUSINESS TAXATION	<p>CO1: Paraphrase the basic principles underlying the GST Act Compute the taxable income of an assessed.</p> <p>CO2: Analyze the assessment procedure and representation before appropriate authorities under the law.</p> <p>CO3: Distinguish the implications in computing tax liability of an individual.</p> <p>CO4: Determine the application of valuation with respect to customs duty.</p> <p>CO5: Recommend the rules for adopting and changing an accounting period.</p>

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VI	19BCC6C02	INTERNATIONAL BUSINESS	<p>CO1: Articulate the concepts in international business with respect to foreign trade/international business</p> <p>CO2: Demonstrate the current business phenomenon and to evaluate the global business environment in terms of economic, social and legal aspects</p> <p>CO3: Contrast the principle and the different exchange rate regimes' impact on businesses.</p> <p>CO4: Illustrate the peculiarities of international marketing and HRD and develop the students' ability to devise marketing mix for international marketing.</p> <p>CO5: Integrate the concept and opening economies of developing countries like India through RTB and multilateral route (WTO).</p>
VI	19BCA6D01	Advanced Cost and Management Accounting	<p>CO1: Students will be able to apply managerial accounting and its objectives in a way that demonstrates a clear understanding of ethical responsibilities.</p> <p>CO2: Analyze cost variance analysis and demonstrate the use of standard costs in flexible budgeting.</p> <p>CO3: Develop the ability to collect, analyze, and communicate quantitative and non-quantitative information to assist management in making more effective planning and control decisions.</p> <p>CO4: Apply and analyze different types of activity-based management tools and taking special decisions, using relevant costing and benefits</p>

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VI	19BCF6D01	Advanced Financial Markets & services	<p>CO1: Articulate the importance of SEBI and its functions, guidelines to protect the interest of various players involved in stock trading.</p> <p>CO2: Summarize the existence and importance of derivatives in stock markets and their usages in hedging / speculating / arbitraging by using different types of derivatives in the markets.</p> <p>CO3: Contrast the concept of IPO and other financial sectors that help a corporate body in IPO's.</p> <p>CO4: Paraphrase the concepts related to Venture capital, angel investors, collective investment schemes, institutional buyers & placement.</p> <p>CO5: Demonstrate and analyze what Crypto currency and how did it work - by understanding various technological terms like block chain, private keys, wallets, miners etc.</p>
VI	19BCM6D01	Digital Marketing	<p>CO1: Identify the impact of digital technology in transforming the business environment and also the customer journey.</p> <p>CO2: Contrast how marketers think, conceptualize; test continuously to optimize their product search on digital platforms.</p> <p>CO3: Illustrate the effectiveness of a digital marketing campaign.</p> <p>CO4: Demonstrate their skills in digital marketing tools such as SEO, Social media, and Blogging for engaging the digital generation.</p> <p>CO5: Assess the need for regulatory framework for digital marketing in India.</p>
VI	19BCA6D02	International Financial Reporting & Standards	<p>CO1: Understand the structure & framework of international accounting standards.</p> <p>CO2: Applying relevant financial reporting standards to key elements of financial reports.</p> <p>CO3: Preparing financial statements as per requirements of IFRS.</p> <p>CO4: Use of financial reporting standards in preparation of group financial statements.</p> <p>CO5: Identifying the disclosure requirements for companies in financial reports.</p>

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VI	19BCF6D02	Corporate Finance	<p>CO1: Acquire basic and fundamental knowledge on corporate finance and role of corporate finance.</p> <p>CO2: Identify the difference between short term and long term financing and analyse short term sources of financing</p> <p>CO3: Analyze the pros and cons of lease financing and hire purchase and develop decision making skills during purchase</p> <p>CO4: Developing an insight on mergers and acquisitions of companies and analyse its impact on earnings per share and market price</p> <p>CO5: Identify and analyze various models for corporate valuation.</p>
VI	19BCM6D03	BRAND MANAGEMENT	<p>CO1. Infer the importance of Brand Management in the current environment</p> <p>CO2. Categorise the different Brand elements and its competencies.</p> <p>CO3. Illustrate the learning & knowledge based on Customer Based Brand Equity.</p> <p>CO4. Judge the significance of Brand through various analyses.</p> <p>CO5. Outline & reflect the understanding of brand sustainability.</p>
VI	19BCA6D03	Corporate Tax Planning	<p>CO1: Comprehend the basic principles underlying the provisions of corporate tax laws with reference tax laws and accepted tax practices.</p> <p>CO2: Employ basic tax concepts to resolve potential corporate tax ramifications in terms of both verbal and oral documentation.</p> <p>CO3: Discuss different types of income - their taxability, expenses, deductibility, corporate taxes and their implication in practical situations.</p> <p>CO4: Assess issues pertinent to corporate tax information and various deductions to reduce taxable income.</p> <p>CO5: Demonstrate ethical thinking and problem solving skills to resolve corporate tax issues as an important decision making process.</p>

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VI	19BCF6D03	International Financial Management	<p>CO1: Demonstrate the application in relation to concepts of International Finance and forex market in business expansion.</p> <p>CO2: Calculate and criticize the BOP statement of a given country.</p> <p>CO3: Examine the fluctuations of forex market and usage of arbitrary tools accordingly.</p> <p>CO4: Sketch the application of hedging tools in forex market operations.</p> <p>CO5: Compare & forecast Foreign Exchange Rate based on International parity theories</p>
VI	19BCM6D01	International Marketing	<p>CO1: Illustrate the corporate dimensions that influences international marketing;</p> <p>CO2: Describe the strategies and tactics that can lead to successful international marketing given those environmental constraints;</p> <p>CO3: Discuss typical management decisions, strategies and problems faced, highlighting those peculiar to the international arena;</p> <p>CO4: Recognize how managers perform the functional tasks that constitute international marketing such as marketing intelligence and “mix” adaptations;</p> <p>CO5: Develop a global E-Marketing plan.</p>