

# P.P.N. (P.G.) College, Kanpur

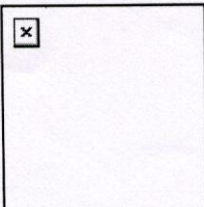
96@12 Mahatma Gandhi Marg, Kanpur -208001

•Telefax: (0512)2361924 • Website: www.ppncollege.org•

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(PG - COS) *Commerce*

First Year	Semester-1	ORGANISATIONAL BEHAVIOUR		Code: MCC- 101	CORE (THEORY)	CREDIT: 05		
		CO 1	To familiarise the students with the concept of organisational behaviour					
		CO 2	To facilitate the students with the knowledge of various theories of motivation					
		CO 3	To help students gain insights of the concept, measures, styles and approaches of leadership.					
		CO 4	To help students understand the organisational politics and power dynamics					
		CO 5	To facilitate the students in understanding the concept of organisational culture.					
		Accounting for managerial decisions		Code: MCC- 102	CORE (THEORY)	CREDIT: 05		
		CO 1	The objective of the course is to expose the students to the applied aspect of accountancy and also enable them to analyse and use the accounting information for decision making					
		CO 2	To familiarise the students with the periodical and absorption cost method					
		CO 3	To acquaint the students with the Ability to take effective business decision.					
		CO 4	To familiarise the students with the concept of budgeting and application of standard cost					
		CO 5	To help students understand the concept of responsibility Accounting.					
		Statistical Analysis		Code: MCC-103	CORE (PRACTICAL)	CREDIT:0 5		
		CO 1	To acquaint the students with the concept of probability.					
		CO 2	To facilitate the students with the practical application of correlation and regression analysis.					
		CO 3	To familiarise the students with the concept of sampling, hypothesis testing etc.					
		CO 4	To acquaint the students with the skills of testing hypothesis and estimation of parameters for small sample variables.					
		CO5	To familiarise the students with the concept of statistical quality control, mean and standard deviation, Chi square test, sign test etc.					
		Managerial Economics		Code: MCC- 104	CORE (THEORY)	CREDIT:05		
		CO 1	The course aims to make students aware of various economic issues, tools and techniques of economic analysis.					
		CO 2	To familiarise the students with the concept of production and cost function.					
		CO 3	To familiarise the students with various forms of market and pricing methods.					



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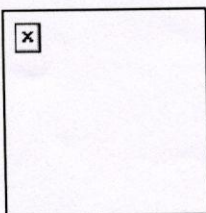
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SEMESTER-2

CO 4	To familiarise the students with the concept of risk and uncertainty in business.			
CO 5	To help the students understand the concept of macroeconomics.			
Financial Management		CODE: MCCC- 201	CORE (THEORY)	CREDIT: 05
CO 1	The objective of the course is to enable the students to understand the basic principles, tools and techniques of financial management of a company.			
CO 2	To enhance the ability of students to make sound financial decisions.			
CO 3	To enhance the ability of the students to take best possible investment decisions.			
CO 4	To familiarise the students with the concept, theory and various models of dividend policies of the company.			
CO 5	To familiarise the students with the concept of working capital management.			
Marketing Management		CODE: MCCC- 202	CORE (THEORY)	CREDIT:05
CO 1	The objective of the course is to develop the basic understanding of various concepts of marketing.			
CO 2	To familiarise the students with the concept of product classification and lifecycle of the products.			
CO 3	To help students understand various channels of distribution.			
CO 4	To familiarise the students with the concept of promotional aspect of marketing.			
CO 5	To inform the students about the latest development in marketing concepts.			
Human Resource management		CODE: MCC- 203	CORE (THEORY)	CREDIT: 05
CO 1	The objective of the course is to develop in the students' broad perspective of themes and issues of human resource management.			
CO 2	To familiarise the students with the process and methods of training and development.			
CO 3	To acquaint the students with the practical knowledge of grievance handling, maintaining discipline, collective bargaining, etc.			
CO 4	To familiarise the students with the concept of employee integration and separation.			
CO 5	To help students understand the ethical issues in Human resource management.			
Advanced corporate accounting		CODE:M CEC AF- 204	ELECTIVE (PRACTICAL)	CREDIT:0 5



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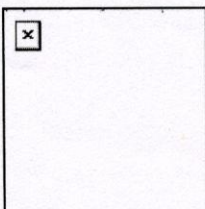
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SEMESTER-2	CO1	The course focuses on the study of accounting required to understand the financial position of the corporate enterprise.			
	CO2	To familiarise the students with the concept of accounting for amalgamation and external reconstruction.			
	CO3	To make students understand the various concepts of corporate actions.			
	CO4	To familiarise the students with the concept of valuation of business.			
	CO5	To familiarise the students with the concept of forensic accounting, corporate governance corporate social responsibility, etc.			
	Consumer Behaviour and Marketing Research		CODE: MCEC- MK-204	ELECTIVE (THEORY)	CREDIT: 05
	CO 1	To make students understand the complexities of consumers needs and perception.			
	CO 2	To develop the ability to formulate effective marketing strategies.			
	CO 3	To familiarise the students with the external determinants of consumer behaviour.			
	CO 4	To provide knowledge about marketing research.			
	CO 5	To acquaint the students with the skills of collection and presentation of data.			
	Talent Management		CODE: MCEC HR-204	ELECTIVE (THEORY)	CREDIT:0 5
	CO 1	The course is designed to develop a sound management plan that not only accelerates individual employee's growth but also the growth of company as a whole.			
	CO 2	To familiarise the students with the concept of talent acquisition and retaining employees.			
	CO 3	To familiarise the students with the process of recruitment and selection of employees.			
CO 4	To familiarise the students with the various methods of employee's retention.				
CO 5	To inform the students about emerging trends in human resource practices				
Research Project				CREDIT:0 8	
CO 1	The aim of the research project is to test the independent research skills of the students.				
CO 2	To familiarise the students with the research concept and methodology.				
CO 3	Helps the students to develop valuable research skills like data analysis and interpretation, report writing, etc.				

Seco nd	SEM FIRST	Business Research Methodology	CODE: MCCC- 301	CORE (THEORY)	CREDIT: 05
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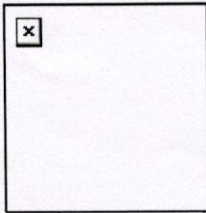
CO 1	The course is designed to develop independent knowledge of the mythology for conducting research in business.			
CO 2	To acquaint the students with the knowledge of selecting the appropriate topic for the study.			
CO 3	To acquaint the students with the concept of business research process, data preparation analysis and presentation.			
CO 4	To provide the students with the thorough understanding of concepts of population and sample.			
CO 5	To acquaint the students with the skills of research report writing			
Strategic management		CODE: MCCC- 302	CORE (THEORY)	CREDIT: 05
CO 1	This course is concerned with both the determination of strategic direction and the management of strategic process.			
CO 2	To familiarise the students with the concept of environmental scanning , SWOT analysis and Porter's five forces model.			
CO 3	To enhance the basic understanding of the nature and dynamics of strategy formulation.			
CO 4	To help students understand the dynamics of strategy.			
CO 5	To familiarise the students with the process of evaluation and control technique.			
Indian financial system and services		CODE: MCEC AF-303	ELECTIVE	CREDIT: 05
CO 1	The course is designed to develop knowledge about the financial system and functioning of financial sub-systems			
CO 2	To familiarise the students with various financial institutions and regulators.			
CO 3	To familiarise the students with various financial intermediaries and services			
CO 4	To help students understand the concept of loan syndication and external commercial financing			
CO 5	To familiarise the students with the concept of Mutual funds.			
Corporate Tax planning and management		CODE: MCEC AF-304	PRACTICAL	CREDIT: 05
CO 1	The objective of the course is to familiarise the students with the corporate tax laws of India and to develop the ability to take sound financial decisions			
CO 2	To familiarise Students with the concept of residential status and tax Liability etc.			
CO 3	To acquaint the students with the skills of tax planning with reference to managerial decisions			
CO 4	To acquaint the students with the skills of tax planning with respect to amalgamation or demerger.			

Marketing of services and retail management

CODE:  
MCEC

THEORY

CREDIT:05



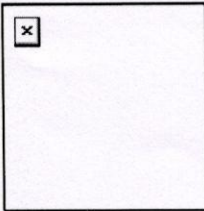
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		MK-303		
CO 1	The aim of the course is to give students a broad foundation in Service Marketing and Retail Management.			
CO 2	The course focuses on the customers, listening to customer requirements and developing Customer-defined services standards.			
CO 3	To familiarise the students with the concept of Services Marketing Mix.			
CO 4	To familiarise the students with the conceptual framework of retail management.			
CO 5	To help the students familiarise with the identification of consumer characteristics.			
	Logistics and supply chain management	CODE: MCEC MK-304		CREDIT:05
CO 1	The objective of the course is to familiarise the students with the concepts and tools of supply chain management and trade logistics			
CO 2	The course is designed to develop understanding of Performance Measurement and Relationship Marketing etc.			
CO 3	To help students understand the role of relationship marketing in supply chain management.			
CO 4	To make students aware about the focus areas of logistics and supply chain management.			
CO 5	To make students aware about the latest trends and challenges in logistics and supply chain management.			
	Organisation Development and change management	CODE: MCEC HR- 303		CREDIT:05
CO 1	The objective of the course is to motivate the students gain knowledge and leadership skills needed to help Organization.			
CO 2	To help the student understand the role leadership plays in anticipating, planning and navigating Organizational change.			
CO 3	To familiarise the student with the concept of organisational development.			
CO 4	To understand the role of leadership in organisational change and development.			
CO 5	To make the students aware of the emerging trends in HR.			
	INDUSTRIAL RELATIONSAND LABOUR LEGISLATION	CODE: MCEC HR- 304	THEORY	CREDIT: 05
CO 1	The objective of the course is to provide conceptual framework of Industrial Relations and Indian Labour Legislation.			
CO 2	The course aims to make students aware of existing framework of harmonious Industrial Relation, discipline and collective bargaining mechanism			
CO 3	To familiarise the students with the Minimum Wages Act, 1948.			
CO4	To give an insight of the reforms in industrial relations in India.			
CO5	To make students aware about the changing concept of management labour relations.			



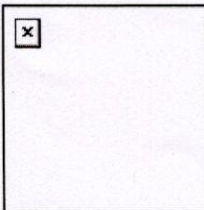
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		PROJECT PLANNING AND MANAGEMENT		CODE: MCCC-401	CORE	CREDIT:05		
SECOND YEAR	SEMESTER-IV	CO 1	The course is designed to provide an understanding of different types of projects and the total approach for project management					
		CO 2	To familiarize students with the procedure of project identification analysis.					
		CO 3	To familiarise the students with the product planning, Project Life Cycle and cost estimation.					
		CO4	To familiarize students with recent advances in project management tools and techniques including computers.					
		CO5	To make students aware about the risk element in the project planning and management.					
		MANAGEMENT INFORMATION SYSTEM (MIS)		CODE: MCEC AF-402	ELECTIVE	CREDIT:05		
THIRD YEAR	SEMESTER-IV	CO 1	The course aims to equip students with art of presenting information before management for Decision making.					
		CO 2	The purpose of this paper is to make students understand basic concept of information and its relevance in business environment					
		CO 3	To develop proficiency in solving business problems using personal productivity tools.					
		CO4	To understand the basics of data communication and networking.					
		CO5	To understand various methods, principles and classification related to reporting.					
				INTERNATIONAL FINANCIAL SYSTEM AND MANAGEMENT		CODE: MCEC AF-403	ELECTIVE	CREDIT:05
		CO 1	This course is concerned with the financial management of the firms that operate in the increasingly Globalized business environment.					
		CO 2	The approach of the course is to enable students to understand international financial management as natural and logical extension of the principles learned in the introductory financial management course.					
		CO 3	To make students aware of the various sources and types of risk in International Marketing.					
		CO4	To familiarise the students with the mechanism of foreign exchange market.					
		CO5	To help students understand the cross border investment decision.					
				SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT		CODE: MCEC AF-404	ELECTIVE	CREDIT:05
		CO 1	The course is designed to enforce student's knowledge and understanding of the security analysis and Portfolio management process.					
		CO 2	To familiarise the students with the concept of risk and return.					
CO 3	To make students aware about the valuation of equity and interest-bearing instruments.							
CO4	to develop understanding of Investments (objectives and constraints), selection of financial instruments, portfolio formulation, monitoring & evaluation techniques.							



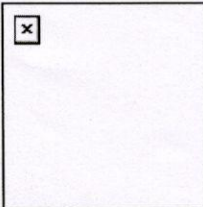
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CO5	To familiarise the students with the various portfolio evaluation techniques.			
CUSTOMER RELATIONSHIP MANAGEMENT		CODE: MCEC MK-402	ELECTIVE	CREDIT:05
CO 1	To familiarise the students with the fundamentals of customer relationship management.			
CO 2	To make students aware about the Relationship development strategy.			
CO 3	To familiarise the students about the CRM Marketing Drivers.			
CO4	To facilitate the students with the understanding of acquiring, retaining and partnering with customers to create superior mutual value for the organisation.			
CO5	To help students understand the role of data management in acquiring, retaining and partnering with the customers.			
Digital Marketing and E-Commerce		CODE: MCEC MK-403	ELECTIVE	CREDIT: 05
CO 1	The course aims to help students understand digital and social media marketing practices to acquire and enhance customer engagement.			
CO 2	Students will be able to develop latest digital practices for marketing and promotion.			
CO 3	To make students aware about various tools and techniques to enhance user's engagement.			
CO4	To familiarise the students with the concept of affiliated marketing.			
CO5	To make students aware about the various techniques of E-Commerce marketing .			
International Marketing		CODE: MCEC MK-404	ELECTIVE	CREDIT:05
CO 1	The objective of the course is to familiarise the students with the conceptual framework, policies and procedures of international marketing.			
CO 2	To help students in identification of different segments of international markets			
CO 3	To provide the students with the exposure of the environment dynamics of international business so as to enable them to develop international product decisions			
CO4	To provide the students with the exposure of the environment dynamics of international business so as to enable them to develop international promotion decisions			
CO5	To provide the students with the exposure of the environment dynamics of international business so as to enable them to develop international distribution decisions			
Training and Development		CODE: MCEC HR-402	ELECTIVE	CREDIT:05
CO 1	This course is designed to enable the students to gain information or training practices in relation to organizational development.			
CO 2	To develop skills necessary to analyse, design, develop, conduct, and evaluate training programs and their success.			
CO 3	To make the students aware of the various traits of successful trainers.			
CO4	To familiarise the students with the role of mentors in the organisational development.			
CO5	To acquaint the students with the necessary training and development skills in international markets.			



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Conflict Resolution and strategy negotiation		CODE: MCEC HR-403	ELECTIVE	CREDIT:05
CO 1	The course is designed to make students understand different types of conflict at workplace.			
CO 2	To study the role of management in handling conflicts.			
CO 3	To enhance the understanding of strategic negotiation.			
CO4	To study the role of third party intervention in conflict resolution.			
CO5	To understand the role of power in conflict resolution and negotiation.			
Performance and compensation management		CODE: MCEC HR-404	ELECTIVE	CREDIT:05
CO 1	The objective of the course is to familiarise the students about the concepts of performance and compensation management.			
CO 2	To study the concept of performance appraisal.			
CO 3	To make the students aware about the various types of compensations available in the organisation.			
CO4	To familiarise the students with the compensation system design issues with the help of various philosophies and approaches.			
CO5	To make students aware of the various employee benefits available in the organisation.			
Research				CREDIT:08
CO 1	The aim of the research project is to test the independent research skills of the students.			
CO 2	To familiarise the students with the research concept and methodology.			
CO 3	Helps the students to develop valuable research skills like data analysis and interpretation, report writing, etc.			



HEAD

FACULTY OF COMMERCE



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