



# MAR ELIAS COLLEGE

Kottappady, Kottappady (P.O), Kothamangalam  
Ernakulam Dist., Kerala State Pin -686692  
Affiliated to MG University and Approved by Govt. of Kerala  
Established in 2006

## B. Com TRAVEL & TOURISM

### COURSE OUTCOMES (CO)

#### SEMESTER I

Course Code – Course Name	Course Outcomes
	<b>By successful completion of this programme, the student will be able to:-</b>
<b>EN1CCT01-</b> Fine Tune Your English	CO1-identify English in both written and spoken forms.
	CO2-apply English for formal communication effectively.
	CO3-indicate rules regarding how words are used and when they should be used.
	CO4-research about words, their structure and function
	CO5-cite examples using grammar
<b>ML1CCT11-</b> Malayalam - Katha, Kavitha, Natakam	CO1-understand ancient Malayalam poetry and its genres.
	CO2-recognise drama as a litererical form and also as a theatre art.
	CO3-identify and to appraise the representation of poetry in various periods of the Malayalam Literature
	CO4-discover the fictional beauty of Malayalam short stories
	CO5-compare different poets and their poems.
<b>HN1CCT05-</b> Hindi - Prose,	CO1-show interest in Prose
	CO2-practice the ability of Translation

Commercial Correspondence & Translation	CO3-prepare formal letters and to use technical words.
	CO4-understand the skills required to become a professional translator.
	CO5-experiment with their passive and active vocabulary.
<b>CO1CRT 01-</b> Dimensions and Methodology of Business Studies	CO1-identify the importance and role of business in Society.
	CO2-investigate the technological integration in Business
	CO3- explain Business ethics and CSR
	CO4-develop entrepreneurship skills and to undertake business activities
	CO5-experiment with different business environment
<b>CO1CRT 02-</b> Financial Accounting I	CO1-develop the skill of preparing financial accounts
	CO2-construct financial reports from incomplete accounts
	CO3-analyse the reasons for changes in the financial position of a company between two Balance sheets
	CO4-solve problems relating to conversion of Single entry accounts to double entry
	CO5-develop accounting knowledge in consignment.
<b>CO1CRT 03-</b> Corporate Regulations and Administration	CO1-summarize the laws related to the Sales of Goods Act
	CO2-explain the procedure on formation and winding up of a Company
	CO3-illustrate the implications of business laws in India
	CO4-explain the concept of company and shares
	CO5-distinguish the use of the memorandum of association and article of association in a company
<b>CO1CMT 01-</b> Banking and Insurance	CO1-analyse the Indian Banking sector
	CO2-describe the term banker, customer, promissory notes, cheque, pledge hypothecation
	CO3-demonstrate banking and insurance instruments

	CO4-compare awareness about modern banking services like e banking, mobile banking and internet banking
	CO5-analyse the different types of insurance sector

## SEMESTER II

<b>Course Code – Course Name</b>	<b>Course Outcomes</b>
	<b>By successful completion of this programme, the student will be able to:-</b>
<b>EN2CCT08-</b>  Issues that Matter	CO1- identify the major issues of contemporary significance.
	CO2-review rationally and positively to the issues raised.
	CO3-arrange the values imparted through the selections.
	CO4-describe the problems faced by the refugees from Nazi Germany.
	CO5-research on Environment matters.
<b>ML2CCT12-</b>  Gadyam, Yathravivaranam	CO1- relate to cultural and environmental values.
	CO2- describe the outer world using vivid descriptions
	CO3-explain different types of human life in different states.
	CO4-write travelogues.
	CO5-examine the historical, social, and cultural context of each work.
<b>HN2CCT05-</b>  Hindi - Poetry and Mass Media	CO1-review the emerging cultural and aesthetic expressions that Poetry makes possible.
	CO2-explain the rhythm and style of the poems
	CO3-differentiate between ancient and modern poetry.
	CO4-utilize the knowledge on mass media in daily life
	CO5-to analyse the various fields of film production
<b>CO2CRT 04-</b>	CO1- explains the operation of a branch independently with the knowledge of

Financial Accounting II	branch and departmental accounts
	CO2-define the salient features and nature of hire purchase transactions
	CO3-apply the important accounting standards.
	CO4-distinguish between dissolution of partnership and dissolution of firm.
	CO5-solve the cost of departmental purchase, consolidated final accounts
<b>CO2CRT 05-</b> Business Regulatory Framework	CO1-Illustrate the students with the legal framework influencing business decisions
	CO2 -explains about Mercantile Law
	CO3-examine the laws related to the Sales of Goods Act
	CO4 -apply basic legal knowledge to business transactions.
	CO5-compare the knowledge in law with reference to business and the basic rules regarding a contract.
<b>CO2CRT 06-</b> Business Management	CO1-explain the various functional areas of management.
	CO2-distinguish various management techniques
	CO3-explain different motivational techniques.
	CO4-demonstrate the functional areas of business management
	CO5-analyze concepts and principles of management.
<b>CO2CMT 02-</b> Principles of Business Decisions	CO1-explain the concepts and principles of business decisions.
	CO2-analyse the causes and consequences of different market conditions.
	CO3-demonstrate elasticity of demand in various market conditions.
	CO4 -apply various economic theories.
	CO5-describe the differences between changes in demand and the quantity in demand.

### SEMESTER III

Course Code – Course Name	Course Outcomes
	<b>By successful completion of this programme, the student will be able to:-</b>
<b>EN3CCT05</b>  Literature And/As Identity	CO1-identify the subtle negotiations of indigenous and Diasporic identities within Literature.
	CO2-find the fissures, the tensions and the interstices present in South Asian regional identities.
	CO3-discover the emergence of life writing and alternate/alternative/marginal identities.
	CO4-differentiate to see things \ issues from their own perspectives
	CO5-identify the role in empowering individuals to exercise their rights fairly and equitably in a modern society.
<b>CO3CRT 07-</b>  Corporate Accounts I	CO1-explain the rules relating to issues of Shares and debentures.
	CO2-apply the use new accounting schedules for the preparation of final statements.
	CO3-compare the accounting Procedures in the corporate for buy back, redemption, and right issue and underwriting.
	CO4-interpret the procedure of the insurance company while rising claims.
	CO5-compute the profits or losses of investments.
<b>CO3CRT 08-</b>  Quantitative	CO1-show the relevance and need of quantitative methods for making decisions
	CO2-explain the uses and limitations of statistical analysis.

Techniques for Business- 1	CO3-apply the appropriate sampling survey method and to collect data.
	CO4-analyze the key terminology concepts, tools and techniques used in business statistical analysis.
	CO5-solve business problems using statistical techniques.
<b>CO3CRT09-</b> Financial Markets and Operations	CO1- outline regarding the operations of Primary market in India.
	CO2 -summarize the role of secondary market in the financial market operations
	CO3- show the skills to help others on the different market situations in a specific manner.
	CO4-distinguish various speculators and speculative activity
	CO5-explain the recent developments in the Indian financial system
<b>CO3CRT10-</b> Marketing Management	CO1-analyze different marketing strategies used by the business firms.
	CO2-explains the pricing strategies adopted in the marketing process.
	CO3-show the skill of sales.
	CO4-discover a suitable profession in the Marketing field.
	CO5-demonstrate knowledge of individual components of marketing mix
<b>CO3OCT04-</b> Fundamentals of Tourism	CO1 - Tell the key components for tourism industry.
	CO2- Explain the relevance of Tourism industry in Indian Economy.
	CO3- Compare different tourism Products both in natural and man-made aspects.
	CO4- Find the social and cultural set up in India and its contribution to tourism.
	CO5- Illustrate travel itineraries of India

## SEMESTER IV

Course Code – Course Name	Course Outcomes
	<b>By successful completion of this programme, the student will be able to:-</b>
<b>EN4CCT06-</b> Illuminations	CO1-identify the varied cultural experiences through literature
	CO2-find the ability to appreciate ideas and think critically
	CO3-choose the best example of prose and poetry in English so that they realize the beauty and communicative power of English.
	CO4-describe the verities of, and developments within, life writings such as autobiographies.
	CO5-explain the various ways of gathering information by asking people questions
<b>CO4CRT11-</b> Corporate Accounts II	CO1-distinguishes the amalgamation and absorption of companies
	CO2-describe the knowledge of accounts of banking companies
	CO3-show the accounts of insurance companies
	CO4 -develop an idea of liquidation of companies
	CO5-compares the accounting treatment of internal and external reconstruction companies.
	CO1-explain the statistical concepts and methods.

<b>CO4CRT12-</b>  Quantitative Techniques for Business-II	CO2-analyses business data using statistical techniques
	CO3-list the various quantitative issues in business.
	CO4-solves business problems using statistical techniques
	CO5-applies simple statistical tools in business research.
<b>CO4CRT13-</b>  Entrepreneurship Development and Project Management	CO1 -express knowledge about entrepreneurship
	CO2- compare various entrepreneurship development programmes
	CO3-explains project formulations.
	CO4 -research on various EDP schemes
	CO5-defines the role of MSME, EDI and other Training Institutes in Entrepreneurship
<b>CO4OCT04-</b>  Travel and Tourism Infrastructure	CO1- Explain about the travel and tourism infrastructure
	CO2- Compare the functions of travel agency and tour operator
	CO3-Outline the procedures while setting up a travel agency.
	CO4- Explain the importance of tourism demand.
	CO5- List the procedures with arrival and departure

## SEMESTER V

Course Code – Course Name	Course Outcomes
	<b>By successful completion of this programme, the student will be able to:-</b>
<b>CO5CRT 14-</b> Cost Accounting- 1	CO1-classify cost and prepare cost sheet for manufacturing and trading concerns
	CO2-apply cost accounting methods in cost sheets
	CO3-differentiate the concepts of cost accounting and financial accounting
	CO4-analyse the memorandum reconciliation statement
	CO5-Illustrate the cost sheets.
<b>CO5CRT15-</b> Environment Management and Human Rights	CO1-discuss knowledge regarding Multi-disciplinary nature of environmental studies, Natural resources, eco-systems, pollution, issues, and human rights
	CO2-explain about biodiversity of India and its conservation
	CO3- solve the consequences of pollution and show solutions to avoid pollution
	CO4-explain human rights and related environment.
	CO5-explain the implications about Right to Information Act
<b>CO5OCT04-</b> Hospitality Management	CO1- Find the essentials of Hospitality Industry
	CO2 - Define the terms used in hospitality operations.
	CO3- Tell about various departments & its operations.
	CO4- Explain about various types of hotels and their functions
	CO5- Demonstrate the functioning of the hotel Industry.

<b>CO5CMT07-</b> E- Commerce	CO1-show an understanding about the foundations and importance of E-commerce
	CO2-apply knowledge in electronic Communications and Trading
	CO3-experiment with Electronic Payment System and its environment.
	CO4-illustrate ethical decisions related to e commerce based on laws, privacy, and security.
	CO5 -Analyse the steps, tools, and security considerations needed to create an E-commerce Websites
<b>CA50PT02-</b> Computer Fundamentals, Internet & Ms Office	CO1- summarize the fundamentals and classification of Computers
	CO2- define the working of internet
	CO3- outline the salient features of word processing with special reference to Microsoft Word.
	CO4- discuss the main features and application of Spread sheet emphasizing Microsoft Excel.
	CO5- interpret the features of Microsoft PowerPoint.

## SEMESTER 6

Course Code – Course Name	Course Outcomes
	<b>By successful completion of this programme, the student will be able to:-</b>
<b>CO6CRT 17-</b> Cost Accounting- 2	CO1-explain process costing
	CO2-analyze operating and process Costing techniques of different industries.
	CO3-show the different tools in the hands of management for effective utilization of resources.
	CO4-apply cost accounting methods for both manufacturing and service industry
	CO5-distinguish the different methods and techniques of costing
<b>CO6CRT18-</b> Advertisement and Sales Management	CO1-explain strategy concepts and methods of advertising and sales promotion.
	CO2-demonstrate an understanding of the overall role advertising plays in the business world
	CO3-discuss different types of advertisement.
	CO4-distinguish dealer oriented promotion techniques, customer oriented promotion techniques and salesman oriented promotion techniques
	CO5-apply ethics in advertisement
<b>CO6CMT11 –</b> Tourism Environment and Ecology	CO1- recall eco-tourism and ecological aspects
	CO2- explain the potentials and constraints of each policies
	CO3- compare the relationship between tourism and its environment
	CO4- define the emergence of ecotourism

	CO5- identify ecotourism sites and practices sensitive to the diversity of societal needs and opinions
<b>CO6CRT 20-</b> Management Accounting	CO1-explain the basic concepts of management accounting,
	CO2-distinguish and prepare fund flow statement and cash flow statement for the business organization
	CO3-apply and analyse different types of activity-based management tools through the preparation of estimates.
	CO4-demonstrate the need for a balance between financial and non-financial information in decision making, control and performance evaluation of management accounting
	CO5-distinguish management accounting, financial accounting and cost accounting
<b>CO6OCT04 –</b> Tourism and Cultural Heritage of India	CO1- Tell the architectural heritage places in India.
	CO2- Explain the features of Indian culture and Heritage
	CO3- Infer the relationship between natural and cultural heritage to tourism
	CO4- Explain current issues in the development and management of cultural and heritage tourism products.
	CO5- Explain historical evolution of India.