



चौधरी महादेव प्रसाद महाविद्यालय C. M. P. DEGREE COLLEGE

(A Constituent P.G. College, University of Allahabad)

Under the Strengthening Component of DBT Star College Scheme

Website: www.cmpcollege.ac.in



Paper Name/Paper Code	Course Outcomes (COs)
Research Methodology COM-MAN-701	CO.1 Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling. CO.2 Have basic knowledge on qualitative research techniques CO.3 Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis CO.4 Have basic awareness of data analysis-and hypothesis testing procedures
Research and Publication Ethics COM-MAN-702	CO.1 Understanding of ethical issues related to Research and Publications, Patent & Rights, IPR- Intellectual Property Rights CO.2 Write research papers/thesis following publication ethics and related issues. CO.3 Develop Competency to Publish Ethically and learn ways for avoiding plagiarism
Advanced Marketing Management COM-MAN-751	CO.1 To encourage students to study and critically analyze the fundamental concepts and trends in Marketing. CO.2 To help students in becoming aware of recent changes in the field of marketing. CO.3 To analyze the marketing environment, consumer behavior, distribution channels, marketing strategies. CO.4 To identify basic market problems and assess the effect of market imperfections on the performance of marketing. CO.5 To understand the Marketing concept and its environment, individuals seek to analyze the market through segmentation, targeting, and positioning. CO.6 To gain knowledge about consumer behavior and their decision-making process, individuals aim to understand Customer Relationship Management (CRM).
Advanced Human Resource Management COM-MAN-752	CO.1 To make students equipped for effective HRM policy planning and implementation in the corporate world. CO.2 To study the concept of a career, career anchors, and the elements and processes of career planning. CO.3 To study the benefits of effective career planning for organizations and explore industrial issues associated with career planning. CO.4 To make students delve into the Career Development Cycle and policies related to employee retention. CO.5 To make understanding of topics like rewards and incentives, including types of incentives and their impact, as well as wage differentials. CO.6 To study concepts related to Quality of Work Life and provide an overview of Quality Circles.

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<p>Advanced Financial Management COM-MAN-753</p>	<p>CO.1 To make Students introduce with both theoretical foundations and practical applications in financial decision making.</p> <p>CO.2 To make students learn about the time value of money, the trade-off between risk and return, valuation of financial and real assets, as well as decisions related to investment, funding, and distribution within the context of non financial firms.</p> <p>CO.3 To utilize tools of technical analysis, analyze market patterns and trends using various methods, and make informed investment decisions, taking market efficiency into account.</p> <p>CO.4 To demonstrate an understanding of the gold standard's emergence and financial integration, students will apply their knowledge and skills to study financial policies and economic reform programs.</p> <p>CO.5 To enable students to grasp the concept of exchange markets and demonstrate the significance of Eurocurrency in foreign currency transactions, including its practical application in related domains.</p>
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