

**GOA VIDYAPRASARAK MANDAL'S**  
**GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE**  
**AND ECONOMICS**  
**PONDA – GOA**

**Master of Commerce (M. Com.)**

**Programme Outcome**

The two-year Degree in Master of Commerce (M.Com.) Programme:

- **PO-01:** Aims to train the student to develop conceptual, applied and research skills as well as competencies required for effective problem solving and right decision making in routine and special activities relevant to financial management and Banking transactions of a business.
- **PO-02:** To acquaint a student with conventional as well as contemporary areas in the discipline of Commerce.
- **PO-03:** To provide in-depth understanding of all core areas specifically Advanced Accounting, Marketing, Management, Security Market Operations and Business Environment, Research Methodology and Tax planning.
- **PO-04:** To make the student proficient to join in teaching profession, join in research in any of the universities/Institutions for M.Phil./Ph.D. Programme and join the corporate world such as Banking, Insurance, Securities Market, IT enabled services and Manufacturing at managerial level positions in the areas of Accounting, Finance Taxation, Marketing and Human Resources or start their own enterprises.

Course Code and Course Title	Course Objectives / Course Outcome	Course Learning Outcome (CLO)
<b>SEMESTER I</b>		
<b>COC111 SECURITY ANALYSIS AND CAPITAL MARKETS</b>	<p><b>Objective</b></p> <ul style="list-style-type: none"> <li>➤ The objective is to enable students develop skills in analyzing various types of securities</li> </ul> <p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>➤ To understand the Risk and Return analysis of securities.</li> </ul>	<ul style="list-style-type: none"> <li>➤ On successful completion of Course, the candidate will be prepared with a comprehensive and in depth knowledge about security analysis.</li> </ul>

	<ul style="list-style-type: none"> <li>➤ To know about the Fundamental and Technical Analysis of Securities.</li> <li>➤ To study the Valuation of Equity and Debt.</li> <li>➤ To gain the knowledge about the capital markets.</li> </ul>	
<p><b>COC112 FUNDAMENTALS OF FINANCIAL SERVICES</b></p>	<p><b>Objective</b></p> <ul style="list-style-type: none"> <li>➤ Overview of Financial Services, Growth and Structure, Banking and Non-Banking Companies</li> <li>➤ Forms and types of Lease and Legal aspects of Leasing.</li> <li>➤ Modus Operandi of Hire Purchase transaction.</li> <li>➤ Factoring v/s Forfeiting</li> <li>➤ Insurance Principles with Elements of Insurance contract along with Classification of Insurance business.</li> <li>➤ Venture Capital Assistances and Schemes in India</li> </ul> <p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>➤ To know the overview of Financial Services.</li> <li>➤ To understand the functioning of Leasing and Hire Purchase.</li> <li>➤ To introduce the students on factoring, its mechanism &amp; insurance.</li> </ul>	<ul style="list-style-type: none"> <li>➤ On successful completion of Course, the candidate will be prepared with a comprehensive and in depth knowledge about various Financial Services.</li> </ul>

	<ul style="list-style-type: none"> <li>➤ To study the need of venture capital, its process and its stages of financing.</li> </ul>	
<b>COC113 MANAGERIAL ACCOUNTING</b>	<p><b>Objective</b></p> <ul style="list-style-type: none"> <li>➤ To provide basic understanding of Accounting Standards and Concepts, to prepare various types of Financial Statements and analyzing them to interpret the financial soundness of various types of business to protect the interest of stakeholders</li> </ul> <p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>➤ To know the overview of Management Accounting.</li> <li>➤ To study the types of financial Statements and the techniques used in analysing &amp; interpreting the statements.</li> <li>➤ To introduce the students on Marginal Costing and Cost-Volume &amp; Profit Analysis.</li> <li>➤ To know about the Budgetary Control system and its Performance Evaluation.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Understand fundamental concepts in financial, cost &amp; management accounting</li> <li>➤ Develop analytical skills associated with the interpretation of accounting reports</li> <li>➤ Enable students in systematically applying Management Accounting Concepts in real life situations and develop judgmental skills associated with the use of accounting information in decision making.</li> </ul>
<b>COC114 New Venture Creation</b>	<p><b>Objective</b></p> <ul style="list-style-type: none"> <li>➤ To enable the students to understand the intricacies of becoming a growth agent, which is not an easy task as it requires creative ideas with huge future potentials.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Able to identify themselves as part of one of the growth agents, viz., entrepreneurs, intrapreneurs, or government.</li> </ul>

	<ul style="list-style-type: none"> <li>➤ Provides basic knowledge about venture capital financing, its evolution, the global scenario, Indian perspectives, and the role of venture capital associations.</li> <li>➤ to learn the art of managing the newly created business ventures.</li> </ul> <p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>➤ To introduce the students on the Agents of Growth.</li> <li>➤ To know the Importance of Business Plan.</li> <li>➤ To gain an insight on the Financing of New Venture.</li> <li>➤ To understand the New Business Venture.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Able to understand various methods available for business valuation.</li> <li>➤ Able to prepare a business plan and identifying the appropriate financing agencies.</li> <li>➤ Understand the evolution and importance of venture capital and its economic impact.</li> <li>➤ Able to apply best management practices at each and every life cycle stages of a business venture.</li> </ul>
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**SEMESTER II**

<p><b>COC211 International Financial Management.</b></p>	<p><b>Objective</b></p> <ul style="list-style-type: none"> <li>➤ Understanding of International Monetary Systems, the mechanism of Foreign Exchange Markets, and to evaluate the Investment and Financing Decisions of Multinational Companies.</li> <li>➤ Provides the mechanism to measure the Exchange rate among the currencies and to explore the Arbitrage and Speculation possibilities.</li> </ul>	<ul style="list-style-type: none"> <li>➤ understand the International Monetary systems and the measurement of Exchange rate Determinations, the basics of Currency Markets, Foreign Exchange Markets and various players in market, understand the trading, clearing and settlement mechanism</li> </ul>
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	<ul style="list-style-type: none"> <li>➤ It also covers the assessment of exposures of Multinational companies and various exposure management techniques such as Hedging and Speculations.</li> </ul> <p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>➤ To introduce the students on the overview of International Finance.</li> <li>➤ To know the International Investment &amp; Financing Decisions of MNC.</li> <li>➤ To gain the knowledge about the Foreign Exchange Markets and Exchange Rate Mechanisms.</li> <li>➤ To know about the management of Foreign Exchange Exposure.</li> </ul>	<p>related to Exchange Traded Currency Derivatives markets and basic investment strategies that use currency Futures and Options products.</p> <ul style="list-style-type: none"> <li>➤ To understand the foreign exchange exposures and risk management techniques used by Multinational Companies. To know the regulatory environment in which the Exchange Traded Currency Derivatives.</li> </ul>
<p><b>COC212</b> <b>Management of Financial Services</b></p>	<p><b>Objective</b></p> <ul style="list-style-type: none"> <li>➤ Student will be equipped with the knowledge of basic knowledge of Management of Financial services</li> <li>➤ Student will learn the process and methodology of Credit rating of Credit Rating Agencies with services provided</li> <li>➤ Students will understand the working mechanism of Securitization with Legal</li> </ul>	<ul style="list-style-type: none"> <li>➤ Student will be equipped with the knowledge of basic knowledge of Management of Financial services</li> <li>➤ Student will learn the process and methodology of Credit rating of Credit Rating Agencies etc.</li> <li>➤ Students will understand the working mechanism of Securitization with</li> </ul>

	<p>Aspects and Depositories Operations.</p> <p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>➤ To know the overview of Credit Rating.</li> <li>➤ To introduce the students on the concept of Securitization.</li> <li>➤ To understand on the depository functioning and its Bye- Laws.</li> <li>➤ To know the Depository Core services.</li> </ul>	<p>Legal Aspects and Depositories Operations</p>
<p><b>COC213 Portfolio Management</b></p>	<p><b>Objective</b></p> <ul style="list-style-type: none"> <li>➤ Developing an intellectual frame work for management of portfolios using advanced techniques and theories of science of investment.</li> <li>➤ To familiarize the students with the various approaches of portfolio management and portfolio selection models.</li> </ul> <p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>➤ To understand the basics of Portfolio Analysis.</li> <li>➤ To understand the concept of Portfolio Selection.</li> <li>➤ To get the basic understanding on Portfolio Performance Evaluation.</li> <li>➤ To know the Need for Revision &amp; its strategies.</li> </ul>	<ul style="list-style-type: none"> <li>➤ To enable independent management of portfolio by the candidate on successful completion of the course.</li> </ul>

<p><b>COC214 Research Methodology</b></p>	<p><b>Objective</b></p> <ul style="list-style-type: none"> <li>➤ To enhance the abilities of learners to undertake research in business &amp; social sciences.</li> <li>➤ To enable the learners to understand, develop and apply the fundamental skills in formulating research problems.</li> <li>➤ To enable the learners in understanding and developing the most appropriate methodology for their research.</li> <li>➤ To make the learners familiar with the basic statistical tools and techniques applicable for research.</li> </ul> <p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>➤ To introduce the students on the types &amp; methods of Research.</li> <li>➤ To know the importance of literature review.</li> <li>➤ To introduce the students on the Data Management.</li> <li>➤ To study the methods of Statistical Data Analysis.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Successfully carryout content analysis and identify existing research gap, source of data and collection of data, and statistical tools for analysing the data.</li> <li>➤ Clearly understanding What is the problem / issue needs to be studied, Why such study is required, and How the study is going to be completed.</li> <li>➤ Frame relevant research questions, objectives, and related hypothesis.</li> <li>➤ Logically identifying the relevant data to be used for analysing various objectives.</li> <li>➤ How to prepare research reports in the most effective way so that the result reaches wider audience.</li> <li>➤ How to ensure intellectual honesty and ethics.</li> </ul>
<p><b>SEMESTER III</b></p>		
<p><b>COO311 Investment and</b></p>	<p><b>Objective</b></p>	<ul style="list-style-type: none"> <li>➤ Understand various forms of market</li> </ul>

<p><b>Financing Decisions</b></p>	<ul style="list-style-type: none"> <li>➤ To emphasize the role of financial management in wealth maximization and explains the application of financial tools in determining the value of the firm</li> <li>➤ To enable the students to understand the process of financial decision making to enhance shareholder's wealth</li> </ul> <p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>➤ To introduce the students on Financial Management.</li> <li>➤ To know about the cost of different sources of Finance.</li> <li>➤ To understand the importance of Capital Budgeting.</li> <li>➤ To introduce the students on Risk Analysis in Capital Budgeting.</li> </ul>	<p>imperfections and their implications for financial managers</p> <ul style="list-style-type: none"> <li>➤ Understand the value impact of capital structure</li> <li>➤ Have a greater appreciation and understanding of the importance of risk within the context of financial decision making</li> </ul>
<p><b>COO312 Corporate Mergers and Acquisitions</b></p>	<p><b>Objective</b></p> <ul style="list-style-type: none"> <li>➤ Understanding of: <ul style="list-style-type: none"> <li>• Mergers and Acquisitions - An Overview and Various Forms of Corporate Restructuring and Corporate Restructuring in Recent times in India</li> <li>• Theories of Mergers</li> <li>• Types of Mergers &amp; Mergers and Acquisitions Process</li> <li>• Takeover Defenses</li> </ul> </li> </ul> <p><b>Outcomes</b></p>	<ul style="list-style-type: none"> <li>➤ The candidate will be prepared with a comprehensive and in depth knowledge about Mergers and Acquisitions. And comprehensive and broad based knowledge about various forms of re-Organizations, Theories of Mergers, Types of Mergers &amp; Mergers and</li> </ul>



	<ul style="list-style-type: none"> <li>➤ To get an overview of Mergers and Acquisitions.</li> <li>➤ To know the theories of Mergers.</li> <li>➤ To get an insight on the Types of Mergers &amp; Acquisitions and its Process.</li> <li>➤ To know the concept of Takeover Defenses.</li> </ul>	<p>Acquisitions Process and Takeover Defenses</p>
<p><b>COO313 Futures and Forward Derivatives</b></p>	<p><b>Objective</b></p> <ul style="list-style-type: none"> <li>➤ To explore the use of basic types of derivative instruments and hybrids in the context of financial risk management by firms and financial institutions.</li> <li>➤ To develop competencies in pricing, hedging and trading strategies.</li> <li>➤ To provide a comprehensive analysis on the properties of Futures Derivatives includes Stock, Index and Currency Futures and to offer a theoretical framework within which all derivatives can be valued and hedged.</li> </ul> <p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>➤ To introduce the students on Derivative Markets.</li> <li>➤ To get an in-depth understanding on Stock Futures and Forward Markets.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Understanding the concept of Financial Derivatives, types of various Derivative Products and the trading mechanism of Derivatives in India.</li> <li>➤ Understanding the Valuation, and Pricing of different types of Derivative products.</li> <li>➤ Understanding the different types of Stock Indices and using them for Derivative Products for Risk Management.</li> <li>➤ Understanding the usage of Derivative Products in Risk Management through Arbitrage, Speculation and Hedging techniques.</li> </ul>

	<ul style="list-style-type: none"> <li>➤ To know about the Index Futures.</li> <li>➤ To understand about the Currency Futures &amp; the significance of hedging.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Understanding the practical applications of Derivatives in Investment, Banking and Forex trade.</li> </ul>
<b>COO314 Direct Taxes</b>	<p><b>Objective</b></p> <ul style="list-style-type: none"> <li>➤ comprehensive introduction to Income Tax so as to enable them in computing income from different sources and also helps them in understanding the concept and importance of corporate taxation.</li> </ul> <p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>➤ To get the practical knowledge on the computation of income from salary &amp; house income &amp; also the tax treatment for different forms of Salary &amp; House Property income.</li> <li>➤ To gain the practical knowledge on the Profits and gains of Business or Profession &amp; Income from Capital Gains.</li> <li>➤ To get the practical knowledge on the Income from other sources.</li> <li>➤ To understand the Taxation of Companies.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Student will be equipped with the knowledge of basic concepts of income tax, residence status of the individual, incidence of the tax as well as exemptions from the income</li> <li>➤ Student will learn to compute the gross total income and tax liability of an individual.</li> <li>➤ Student will be prepared to file the returns of income tax.</li> <li>➤ Students will also learn the different areas of corporate tax planning.</li> </ul>
<b>COO315 Corporate Valuation</b>	<p><b>Objective</b></p> <ul style="list-style-type: none"> <li>➤ To provide a bridge between the World of 'Academic Finance' and 'What Do We</li> </ul>	<ul style="list-style-type: none"> <li>➤ To enable independent valuation of a corporate entity by</li> </ul>

	<p>Today' the World of Appraisers, Managers, Investors, Regulators and the Lawyers who are involved in valuing the real Companies.</p> <p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>➤ To know about the Corporate Valuation and Enterprise DCF models.</li> <li>➤ To understand the different Relative Valuation multiples like Equity Valuation Multiples &amp; Enterprise Valuation Multiples.</li> <li>➤ To introduce the students on the Valuation of Intangible Assets.</li> <li>➤ To know about the Value Enhancement approaches like Discounted Cash Flow (DCF) &amp; Economic Value Added (EVA) Approach.</li> </ul>	<p>the candidate on successful completion of the course</p>
<p><b>COO316 Statistics and Business Econometrics</b></p>	<p><b>Objective</b></p> <ul style="list-style-type: none"> <li>➤ To help in building theoretical background in introductory level of econometrics, the ability to implement the techniques and to critique empirical studies based on econometric data.</li> <li>➤ To motivate the students to understand the importance of probability and its applications</li> </ul>	<ul style="list-style-type: none"> <li>➤ Basic understanding about the importance and applications of probability theory.</li> <li>➤ Identify whether the data is psychometric or econometric, and apply appropriate data analysis tools.</li> <li>➤ Clarity about carrying out relationship</li> </ul>

	<p>in predictive analysis and also hypothesis testing.</p> <p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>➤ To introduce the students on the concept of Econometrics.</li> <li>➤ To know about the components &amp; methods used for measurement of Trend in Time Series Analysis.</li> <li>➤ To get the basic understanding on Probability and Probability Distributions.</li> <li>➤ To know about the theory of Estimation and Hypothesis Testing.</li> </ul>	<p>analysis, followed with predictive analysis using regression as well as time series.</p> <ul style="list-style-type: none"> <li>➤ Successfully identify whether the data is parametric or non-parametric and apply appropriate testing procedures.</li> <li>➤ Able to prepare the results of data analysis in the appropriate tabulated format for easy understanding and effective communication.</li> </ul>
<b>SEMESTER IV</b>		
<p><b>COO411 Working Capital and Dividend Decisions</b></p>	<p><b>Objective</b></p> <ul style="list-style-type: none"> <li>➤ To assess the working capital requirement; design credit, inventory and cash policy and recognize various sources of funds.</li> <li>➤ To understand the techniques of financial management and apply the techniques in financial decision making.</li> </ul> <p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>➤ To introduce the students on the Working Capital Management.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Evaluate comparative working capital management policies and their impact on the firm's profitability, liquidity, risk and operating flexibility.</li> <li>➤ Evaluate the importance of effective working capital management and its role in meeting the firm's strategic objectives and its impact in value creation.</li> </ul>

	<ul style="list-style-type: none"> <li>➤ To know the objectives &amp; Importance of Cash Management.</li> <li>➤ To understand the role of Inventory in Working Capital &amp; also on Receivables Management.</li> <li>➤ To know about the different types of Dividend Decisions models.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Understand how dividend decisions affect share prices.</li> </ul>
<p><b>COO412</b> <b>Management of Mutual Funds</b></p>	<p><b>Objective</b></p> <ul style="list-style-type: none"> <li>➤ The basics of Mutual Funds, their role and structure, different kinds of Mutual Fund Schemes and their features</li> <li>➤ Mutual funds Organization structure and role of different parties in the structure</li> <li>➤ Offer documents of different schemes and SEBI requirement on preparation on Offer documents.</li> <li>➤ Suitability of Scheme Information Document (SID), Statement of Additional Information (SAI) and Key Information Memorandum (KIM)</li> <li>➤ Investment plans, products and services offered to present and prospective investors in the financial market and Different types of plans</li> </ul>	<ul style="list-style-type: none"> <li>➤ Know the basics of mutual funds, their role and structure, different kinds of mutual fund schemes and their features organization structure and services can be recommended to investors and prospective investors in the market.</li> <li>➤ Get oriented to distribution and acquainted with Offer Document – NFO, SID, SAI and KIM and investing schemes as an approach to investing in Mutual Funds.</li> </ul>

	<p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>➤ To understand the concept, role and types of Mutual Funds.</li> <li>➤ To know about the organisation, management and procedure of setting up of Mutual Funds.</li> <li>➤ To know about the Offer Document in detail.</li> <li>➤ To study on the different Investment Plans and services for investors.</li> </ul>	
<p><b>COO413 Options and Interest Rate Derivatives</b></p>	<p><b>Objective</b></p> <ul style="list-style-type: none"> <li>➤ To explore the use of Options and Swaps Instruments in Risk Management by Corporates and Financial Institutions such as Banks and Multinational companies.</li> <li>➤ To acquire the skills in pricing, hedging and trading strategies in Risk Management.</li> </ul> <p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>➤ To introduce the students on the Options Derivatives.</li> <li>➤ To know about the Pricing of Options &amp; Volatility Measurement of Options.</li> <li>➤ To know about the Interest Rate Futures and Forward Rate Agreements.</li> <li>➤ To understand the Swap Market in detail.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Understanding the concept of Financial Options Derivatives, and its trading mechanism in India.</li> <li>➤ Understanding the Valuation, and Pricing of different types of Derivative products, with using an advanced pricing techniques.</li> <li>➤ To describe and analyze the price on Options using the Binomial Framework, the Black-Scholes framework, and various extensions thereof.</li> <li>➤ To understand using Swap Contracts for international exposures</li> </ul>

		<p>of Multinational Companies.</p> <ul style="list-style-type: none"> <li>➤ Understanding the usage of Derivative Products in Risk Management through Arbitrage, Speculation and Hedging techniques.</li> <li>➤ Understanding the practical applications of Derivatives in Investment, Banking and Forex trade.</li> </ul>
<p><b>COO414 GST and Other Indirect Taxes</b></p>	<p><b>Objective</b></p> <ul style="list-style-type: none"> <li>➤ To gain expert knowledge of the principles of the indirect taxes including goods and service tax, customs law, Goa VAT, its relevant laws and rules.</li> </ul> <p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>➤ To introduce the students on the Indirect Taxes and GST.</li> <li>➤ To understand the basic Registration procedure in GST.</li> <li>➤ To know the concept of Central GST, Integrated GST &amp; other relevant topics.</li> <li>➤ To study the basic concept of VAT.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Student will be equipped with the knowledge of basic concepts of goods and service tax, CGST, SGCT, IGST, classification of goods and valuation rules.</li> <li>➤ Student will learn the basic procedures under GST incorporating the registration, filing of returns and payment of tax.</li> <li>➤ Student will be equipped with the knowledge of composition scheme under GST, Exemptions</li> </ul>

		<p>under GST, concept of supply of goods, nature of supply.</p> <ul style="list-style-type: none"> <li>➤ Students will also learn about the customs law, valuation and baggage rules.</li> </ul>
<b>COO415 Cost Management &amp; Control</b>	<p><b>Objective</b></p> <ul style="list-style-type: none"> <li>➤ To learn the latest developments in the area of Cost Management and will be familiarized with practical applications of the latest tools and techniques used for controlling cost.</li> </ul> <p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>➤ To introduce the students on Cost Management.</li> <li>➤ To get an insight on Pricing Decision and Relevant Cost Analysis.</li> <li>➤ To get the practical knowledge on the Learning Curve and Linear Programming</li> <li>➤ To gain the practical knowledge on the Transportation and Assignment Costing.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Enables the students to understand and apply cost accounting tools and techniques used for taking managerial decisions Students also able to do project planning and Review of controlling techniques.</li> </ul>
<b>COO416 Advanced Econometrics</b>	<p><b>Objective</b></p> <ul style="list-style-type: none"> <li>➤ To introduce advanced econometric theory and models for students to equip with the necessary skills, knowledge</li> </ul>	<ul style="list-style-type: none"> <li>➤ To explain model specification errors</li> <li>➤ To understand various application of</li> </ul>



	<p>and techniques for data analysis. The usage of various statistical software packages during the course will help in simplifying complex data and serve as a basis for empirical research analysis.</p> <p><b>Outcomes</b></p> <ul style="list-style-type: none"> <li>➤ To know about the Econometric Modelling: Model Specification and Diagnostic Checking.</li> <li>➤ To understand the Dummy Variable and Qualitative Response Regression Model.</li> <li>➤ To acquire the basic knowledge on Time Series Econometrics.</li> <li>➤ To know about the Panel Data Econometrics.</li> </ul>	<p>qualitative response regression models</p> <ul style="list-style-type: none"> <li>➤ To understand various application of Time Series Model</li> <li>➤ To understand various application of Panel regression models</li> </ul>
<p><b>COD423 Dissertation</b></p>	<p><b>Objective</b></p> <ul style="list-style-type: none"> <li>➤ To import practical knowledge about research in marketing to solve different contemporary problems in corporate world</li> </ul> <p><b>Outcome</b></p> <ul style="list-style-type: none"> <li>➤ Students equipped with how to conduct marketing research/projects in their work place and/or in personal career advancement in research</li> </ul>	<ul style="list-style-type: none"> <li>➤ Practical understanding of doing research and getting exposure by gathering data and doing analysis.</li> </ul>