



PROGRAMME, PROGRAMME SPECIFIC & COURSE OUTCOMES 2016-17

B.Com with (Computer Applications)

Programme Outcomes (PO)

1. Graduates will be able to develop a strong understanding of Commerce and Computer Applications.
2. Able to take up challenging career options in Commerce and IT sector.
3. Motivated to pursue higher education and updated knowledge to take up employment.
4. Become ethically and socially responsible commerce graduates with computer application knowledge.
5. The students ready for employment in functional areas like accounting, taxation, banking, and corporate law. An attitude for working effectively and efficiently in a business environment.
6. Learners will gain knowledge of various disciplines like business, computer application, and marketing.
7. After completing three years for the Bachelors of Commerce with Computer Applications B.Com (CA) program, students would gain a thorough grounding in the fundamentals of Commerce.
8. The commerce and finance-focused curriculum offers several specializations and practical exposures, would equip the student to face modern-day challenges.
9. The all-inclusive outlook of the course offers a value-based and job-oriented, that ensures that students are trained up-to-date.

Programme Specific Outcomes (PSO)

1. To understand the principles and concepts of accountancy.
2. To generate the way for a thorough knowledge of computer and its operating system.
3. The application of mathematical and statistical tools in commerce, economics, and industry.
4. Fundamentals of law relating to the company and commercial activities.
5. To enrich the knowledge in the banking field

Course Outcomes (CO)

S.NO	SEMESTER	NAME OF THE COURSE	OUTCOMES
1	I	Principles of Accountancy	<ul style="list-style-type: none"> • To learn principles and concepts of accountancy. • Understand the basic concepts and conventions of accounting. • To explain the application of accounts in sole trader, chances of errors, and rectification. • Write up the accounting for consignment and joint ventures. • Make out Bank Reconciliation Statement. • Write up the Receipts and Payments, Income and Expenditure Account, and Balances Sheet.
2		Business Communication	<ul style="list-style-type: none"> • To develop the written and oral business communication skills. • To define the importance of business communication, the need for business letters, its function, and its kinds. • To explain various trade inquiries. • To write up the Banking, insurance, and agency correspondence. • To describe the company secretarial correspondence.

			<ul style="list-style-type: none"> To prepare application letters and business report presentations.
3		Business Application Software	<ul style="list-style-type: none"> Understand the basic concept of MS Office. Be able to gain knowledge on the basic functions to be performed using a computer. Know in detail the various area of MS word and MS Excel. Be able to work in a spreadsheet. Have a thorough knowledge of the application of MS Word and MS Excel.
4	II	Financial Accounting	<ul style="list-style-type: none"> Understand the basic concepts of depreciation. Be able to develop an idea of investment accounts. Be aware of the basic conventions on departmental accounts. Develop a basic idea of hire purchase and installment accounting. Understand the procedure followed in a branch of a business organization.
5		Fundamentals of computer and Tally	<ul style="list-style-type: none"> Aim to expose the students to the practical application of computers in business. Enable the students to work with MS Office and Tally. On successful completion of this course, the student can work efficiently in MS PowerPoint, MS Access, and Tally.
6		Environmental Studies	<ul style="list-style-type: none"> Understanding the relationship of man with the environment and help them change their attitude for more positive, proactive, eco-friendly, and sustainable lifestyles. Get information about climate change, Global warming, Acid rain, the Greenhouse effect, Ozone, layer

			<p>depletion.</p> <ul style="list-style-type: none"> • Cultivate attitudes to safeguard the environment built particularly with field experience. • Realization of the impact of human actions on the immediate environment and the linkage with the larger issues and get information about Environment Protection Acts.
7	III	Corporate Accounting-I	<ul style="list-style-type: none"> • To know the accounting procedures followed by the companies. • Understanding regarding issues of shares. • To understand the redemption of preference shares. • To know the final accounts of companies. • To illustrate the valuation of goodwill and shares. • To explain the calculation of Managerial remuneration.
8		Database Management System	<ul style="list-style-type: none"> • Instill knowledge of the electronic data system and process structures. • Elucidation of Database system architecture and corresponding operations. • The relational approach and special relational operations. • The Embedded SQL in detail. • To write up the Hierarchical Approach. • To give a detailed note on Network approaches.
9		Business Statistical Methods	<ul style="list-style-type: none"> • Making familiar with statistical tools which relatively used in business. • Imparting the ability to present, analyze and interpret data. • Ability to predict trend values by using list square methods

10		SBEC-I Marketing	<ul style="list-style-type: none"> • Develop an idea of marketing and its modern concepts. • Understand recent trends in marketing. • Be able to understand and analyze consumer behavior. • Understand the marketing function and the mix for successful marketing activities. • Be aware of marketing and government loss that assist the market
11		SBEC-II - Advertising	<ul style="list-style-type: none"> • Describe different types of advertisement. • Identify key players in the advertising industry. • Discuss the ethics in the advertisement. • Identify and make decisions regarding the most feasible advertising appeal and media mix. • Conduct pre-testing, post-testing, and concurrent testing of ads to determine their effectiveness. • Appreciate the ways that communication through advertising influences and persuades consumers; • Discuss the role of the advertising agency and its client relationships.
12		SBEC-III Salesmanship	<ul style="list-style-type: none"> • Students will demonstrate a working-level knowledge of the core functional areas of business. • Students will demonstrate a working level knowledge of core business functions in international business, legal and social environment, marketing, and management. • Students will analyze a complex business situation, identify relevant functional business issues, and suggest viable courses of action. • Students will possess the interpersonal and communication skills necessary to succeed in business. • Students will deliver professional-quality

			<p>oral presentations.</p> <ul style="list-style-type: none"> • Students will analyze a complex business situation and identify relevant ethical issues and suggest viable courses of action.
12	IV	Corporate Accounting-II	<ul style="list-style-type: none"> • To know the accounting procedures followed by the companies. • Understanding regarding issues of shares. • To understand the redemption of preference shares. • To know the final accounts of companies. • To illustrate the valuation of goodwill and shares. • To explain the calculation of Managerial remuneration.
13		E Commerce	<ul style="list-style-type: none"> • Ability to start up and operate an e-commerce website. • Familiarization with online payment services and different cyber laws. • Ability to understand customer relationship life. • Knowledge of the cyber world and scope of cyber laws in E-Commerce.
14		SBEC-IV Environment	Business

15		SBEC-V- Indian Financial System	<ul style="list-style-type: none"> • Students acquire knowledge in financial services, Banking, and Insurance Sector in India as Indian Financial System. Financial Markets, and Recent Trends in Accounting and Finance too. • Students are acquainted with current financial systems, Markets Cases in Finance, and Personnel Management • To gain knowledge on the various aspects of Human resources planning i.e. recruiting, the man powering, sourcing, selection, placement, etc. • To gain insight into the various subsystems of HR- Performance appraisal, Training, and development, Performance and reward management, etc. • To introduce students to the various components of HRM i.e. Industrial relations, employee grievance handling, and redress, etc. • To apply the knowledge acquired in HRM to various life situations through case studies, role-playin.
16		SBEC-VI Personnel Management	<ul style="list-style-type: none"> • To gain knowledge on the various aspects of Human resources planning i.e. recruiting, manpower sourcing, selection, placement, etc. • To gain insight into the various subsystems of HR- Performance appraisal, Training, and development, Performance and reward management, etc. • To introduce students to the various components of HRM i.e. Industrial relations, employee grievance handling, and redressal, etc. • To apply the knowledge acquired in HRM to various life situations through case studies, role-playing, etc

17	V	Cost Accounting	<ul style="list-style-type: none"> • Aim to enlighten the students on the various methods of costing adopted in practice. • To keep the students conversant with ever-enlarging frontiers of cost accounting knowledge. • To understand the bonus and incentive schemes followed in the concern. • Able to learn how to calculate the cost of production of a particular product. • Should have a thorough knowledge of cost accounting and method of accounting cost.
18		Auditing	<ul style="list-style-type: none"> • This course aims to create interest in the mind of the student towards the auditing profession. • To familiarize the student with the principles of auditing. • It enables the student to know the position of auditors regarding the valuation and verification of assets and liabilities. • To know the various modes of appointment of company auditors. • On successful completion of this course, the student becomes well versed in the fundamental concept of auditing.
19		Income Tax Law & Practice -II	<ul style="list-style-type: none"> • Know about the Income Tax Act and its scope. • Understand the concepts of salaries and computation of taxable salaries. • Know to compute taxable income from house property. • Gain knowledge about income from business and taxable capital gain. • Have an understanding of Income Tax Authorities and the procedure of assessment.

20		Software Development with Visual Basic	<ul style="list-style-type: none"> • To enable the students to develop a front-end tool for customer interaction in business. • To explain client-server, presentation, and architecture. • To define VB application integrated development environment. • To describe control structure conversions. • To explain standard controls, document interfaces. • To describe data access objects, data report, data environment, and designer
21		Management Accounting	<ul style="list-style-type: none"> • To acquaint the Management Accounting techniques that facilitate managerial decision making. • To explain the Management Accounting objective and scope. • To illustrate an analysis of liquidity, solvency, and profitability ratios. • To compute working capital, fund flow, and cash flow analysis. • To know the Classification of budgets and their computation. • To understand the Managerial applications of marginal cost.
22	VI	Entrepreneurial Development	<ul style="list-style-type: none"> • Enable the student to know the fundamental of being a good entrepreneur. • To enable the student to learn the concept of the entrepreneurial ship. • To enable the student to learn about institutional finance and service to entrepreneurs. • To know the concept of incentives and subsidies provided to the entrepreneurs by the government. • Completion of course, the student should be well versed in concepts relating to entrepreneurs' knowledge in the financial institution, project report, incentives, and

			subsidies..
23		Income Tax law and Practice-II	<ul style="list-style-type: none"> • To familiarize recent amendments in Income Tax. • Knowledge about the Income Tax Act and Residential status, Income from salaries, and House property. • Description About the profit or gain of the business, profession, and income from other sources. • Capital gain and deductions. • To know the set-off and carry forward of losses. • Computation of Tax liability and Assessment of Individuals
24		Elective-II Secretarial Practice	<ul style="list-style-type: none"> • Understand the provisions of the company act and secretarial work relating to companies act. • Study the legal formalities and documents to be prepared during the formation and winding up of a company. • Beware of the legal provisions on the board of directors, their qualifications, and powers. • Gain knowledge on the role of company secretary in the regular business activities of the company. • Have a thorough knowledge of the proceedings of a company meeting.

Programme Outcomes (PO)

1. To Equip Post Graduate students to accept the challenges of the business world.
2. To develop independent logical thinking and facilitate personality development.
3. To Equip the students for seeking suitable careers in management and entrepreneurship
4. To study by students method of data collection and their interpretations.
5. To develop among students communication and analytical skill.

Programme Specific Outcomes (PSO)

1. On completion of the M.Com Programme, the student can research their chosen areas.
2. The students can teach both in schools and colleges, by completing the requisite test, and data entry job.
3. They are also working as investment consultants and Banking and Insurance sectors as executives.
4. They are able to become an entrepreneur, accountant in sectors like banks, corporate, industries and organization, etc.
5. Able to make a decision in regard to the practical application of management and accounting principles.
6. They can become an advertising agency, sales personnel, researcher in commerce, computer operator through the latest version of tally and e-commerce.

Course Outcomes (CO)

S.NO	SEM	NAME OF THE COURSE	OUTCOMES
1	I	Marketing Management	<ul style="list-style-type: none"> • To know the modern marketing concepts and evaluation. • To study consumer behavior. • To analyze the product and price. • To analyze the promotion mix. • To explore the place mix and strategies decisions.
2		Accounting for managerial decision	<ul style="list-style-type: none"> • To know the basics of management accounting. • To study the financial statement analysis.

			<ul style="list-style-type: none"> • To familiarize with the fund flow and cash flow statement. • To analyze the various budget. • To familiarize with marginal costing.
3		Financial Management	<ul style="list-style-type: none"> • Skill to manage financial resources of a company. • Knowledge about the various sources of finance available • Ability to select an investment proposal by analyzing the compounded and discounted value of money invested.
4		Advanced Management Concepts	<ul style="list-style-type: none"> • To know the overview of management • To study planning procedure • To identify the organizational structure and forms • To familiarize with communication motivation and leadership towards directing • To analyze the process of controlling
5		Organizational Behaviour	<ul style="list-style-type: none"> • Ability to execute managerial tasks of planning, organizing, and controlling. • Understanding of different styles of leadership and their impact on the decision-making process. • In-depth understanding of emotional labour and different types of emotions. • Ability to analyze challenges and opportunities in the field of organizational behavior.
6		Advanced Cost Accounting	<ul style="list-style-type: none"> • To study the costing concept and methods. • To analyses the unit cost and job costing. • To know the process costing with normal and abnormal loss. • To update the standard costing methods. • To prepare the reconciliations statements.
7	II	Investment Analysis and portfolio Management	<ul style="list-style-type: none"> • To study investment concepts, types features, and functions. • To analyze investment goals, risk, and return analysis. • To know the investment valuation measures and approach. • To familiarize investment portfolio, mutual funds, and efficient market pother. • To study derivative investment port and calls options.

8		Advanced Business Statistics	<ul style="list-style-type: none"> • To update the basis of statistics. • To analyze the various methods of a theoretical probability distribution. • To know the advanced statistical tools for analysis T, Z, and F Tests • To familiarize the correlation methods and regression analysis • To study the advanced application-oriented tests – F test and Anova. •
9	III	Research Methodology	<ul style="list-style-type: none"> • To fulfill the bank requirement of business research. • To evaluate various research decisions. • To know the methods of data collection. • To study the analysis and interpretation of data. • To familiarize report writing.
10		Advanced Corporate Accounting	<ul style="list-style-type: none"> • To study the basic concepts of corporate accounting. • To prepare the final accounts of companies. • To analyze the internal or external reconstructions of companies. • To know the liquidators' final statement of accounts. • To summarize the consolidated financial statement and balance sheet for holding companies.
11		Human Resources Management	<ul style="list-style-type: none"> • To know the basics of human resources management to analyze human resources planning. • To familiarize recruitment and selection procedures. • To study the trains methods and career development plan. • To know the methods of wage and salary administration – compensation Plans
12		Income Tax and Tax planning	<ul style="list-style-type: none"> • To update the current finance tax planning • To know the provisions of the Income-tax act • To study various heads of incomes • To analyze the profit and gain from business or profession • To identify the various other serious of income and capital gain • To familiarize recent amendments in Income Tax.

			<ul style="list-style-type: none"> • Knowledge about the Income Tax Act and Residential status. • Knowledge about the Income from salaries and House property. • Description About the profit of the business, profession, and other sources. • Capital gain and deductions. • To know the set-off and carry forward of losses. • Computation of Tax liability and Assessment of Individuals. • Make an informed judgment about whether or to what extent a financial market satisfies the conditions of an efficient market. • Identify the main factors that could detract from that efficiency.
13		Retail Marketing	<ul style="list-style-type: none"> • Knowledge about retailing practices followed in India. • Ability to understand the behavior of Retail shoppers. • Basics of Retail Merchandising and Merchandising Planning Process. • Familiar with Merchandise Procurement and Retail pricing issues.
14	IV	Indirect Taxes	<ul style="list-style-type: none"> • To know the basic methods and legal provisions of indirect taxes. • To familiarize Central Excise Act 1944. • To know the Tamil Nadu General Sales Tax Act 1959 and VAT. • To study Service Tax Act 1994. • To study Customs Act 1962.
15		E Commerce	<ul style="list-style-type: none"> • Ability to start up and operate an e-commerce website. • Familiarization with online payment services and different cyber laws. • Ability to understand customer relationship life. • Knowledge of the cyber world and scope of cyber laws in E-Commerce.
16		Services Marketing	<ul style="list-style-type: none"> • To know the services vision and mission. • To study services positioning and differentiation. • To familiarize service marketing mix. • To analyze the customer-focused services • To study the specific service marketing.

17		Elective-Principles and Practice of Insurance	<ul style="list-style-type: none"> • Understanding the operations and working of insurance companies in India. • Capability to assess the significance of online banking. • Understanding the functions and significance of RBI in India • Knowledge regarding different models of bancassurance in India. • Understanding of the different techniques of risk management.
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