

PG & RESEARCH DEPARTMENT OF COMMERCE

Programme: M.Com.,

PO No.	Programme Outcomes Upon completion of the M.Com. Degree Programme, the graduate will be able to
PO-1	empowered and endowed with enormous teaching excellence in Commerce to mould the future generation.
PO-2	imbibe employability skills for a career in Commerce and Industry.
PO-3	remain cohesive and diligent to meet the needs of the society and the business.
PO-4	gain cost- benefit consciousness in making better decisions in life and career.
PO-5	acquire research acumen in Commerce/ its related fields and also to become accomplished entrepreneurs.

PSO No.	Programme Specific Outcomes Upon completion of these courses the student would
PSO-1	make a positive contribution to the accounting practices in the private and public sectors.
PSO-2	acquire the passion for research in their chosen fields of Marketing, Banking, Finance and HR.
PSO-3	obtain the intellectual, interpersonal and social skills for a holistic education.
PSO-4	become self-motivated to acquire necessary digital, decision making and communication skills for a better industry acceptance.
PSO-5	excel in contemporary knowledge of business and emerge as innovative entrepreneurs.

Course Title	MARKETING MANAGEMENT	
CODE	18COPC101	
CO No.	Course Outcomes	Knowledge Level
CO-1	Gain an indepth knowledge of the realities of the new marketing era viz. synthesis of customer needs, business and social interests.	K 1
CO-2	Obtain a conceptual understanding of the marketing challenges.	K 2
CO-3	Demonstrate the significance and implications of distribution channels in marketing	K 3
CO-4	Acquire the skills to critically analyze the promotion mix in the competitive market environment	K 4
CO-5	Evaluate the emerging trends in marketing.	K 5

Course Title	MANAGERIAL ECONOMICS	
CODE	18COPC102	
CO No.	Course Outcomes	Knowledge Level
CO-1	Understand the various aspects of managerial economics.	K 1
CO-2	Interpret the micro and macroeconomic concepts relevant for business decisions.	K 2
CO-3	Apply the economic principles in business management	K 3
CO-4	Analyze the pricing policies to be applied in different market conditions.	K 4
CO-5	Justify the usage of government policy to control trade cycle and industrial sickness and provide remedies.	K 5

Course Title	INFORMATION TECHNOLOGY AND MANAGEMENT INFORMATION SYSTEM	
CODE	18COPC103	
CO No.	Course Outcomes	Knowledge Level
CO-1	Comprehend the basic applications of computer.	K 1
CO-2	Acquire digital skills through learning concepts and technologies.	K 2
CO-3	Identify and apply successfully various information technologies to gain competitive advantage.	K 3
CO-4	Interpret the contribution of AI and Expert system, data warehousing and data mining to the decision support system of organizations.	K 4
CO-5	Evaluate the scope for MIS in solving the problems faced by the companies.	K 5

Course Title	CORPORATE ACCOUNTING	
CODE	18COPC104	
CO No.	Course Outcomes	Knowledge Level
CO-1	Prepare annual financial statements of corporate organizations to show business performance.	K 1 , K 2
CO-2	Understand the concepts and accounting standards in respect of accounting procedures	K 2
CO-3	Acquire the accounting skills in respect of banking and insurance companies.	K 3
CO-4	Analyse the financial statements of holding and subsidiary companies and prepare the consolidated financial statements.	K 4
CO-5	Appraise the schemes of amalgamations including internal reconstructions and prepare the resultant financial statements.	K 5

Course Title	BUSINESS RESEARCH METHODS	
CODE	18COPC205	
CO No.	Course Outcomes	Knowledge Level
CO-1	Describe the concepts of business research	K 1
CO-2	Understand the techniques of presentation of a research report	K 2
CO-3	Analyse the data using various statistical techniques applicable to modern business	K 3
CO-4	Identify, select and formulate the research problems and analyse to carryout research in business.	K 4
CO-5	Appraise the significance of statistical tools ensuring the validity of the research findings.	K 5

Course Title	ADVANCED COST ACCOUNTING	
CODE	18COPC206	
CO No.	Course Outcomes	Knowledge Level
CO-1	Gain knowledge on labour and overhead accounting.	K 1
CO-2	Understand various concepts and elements of costing.	K 2
CO-3	Apply the techniques of costing in pricing of products and services.	K 3
CO-4	Analyse cost and financial statements to reconcile costing and financial profits.	K 4
CO-5	Evaluate different methods of costing in the process of decision making.	K5

Course Title	HUMAN RESOURCE MANAGEMENT	
CODE	18COPC207	
CO No.	Course Outcomes	Knowledge Level
CO-1	Present a framework for understanding Human Resource Management, its objectives, scope and its evolution.	K 1& K 2
CO-2	Outline the operative functions of Human Resource Management	K 2
CO-3	Utilise Human Resource Information System ensuring effective HRM.	K 3
CO-4	Analyse the strategies of integrating and maintaining human resources	K 4
CO-5	Evaluate the individual behaviour and performance.	K 5

Course Title	BUSINESS ENVIRONMENT	
CODE	18COPC208	
CO No.	Course Outcomes	Knowledge Level
CO-1	Perceive the objectives and concepts of today's business environment.	K 1
CO-2	Understand the role of foreign capital and government policy towards foreign capital and the role of SSI in the Indian economic development.	K 2
CO-3	Identify the industrial sickness and the implications of privatization and globalization.	K 3
CO-4	Analyse the business and social structure, consumer exploitation and consumerism in India.	K 4
CO-5	Evaluate the obligations and restrictions regarding industrial pollution.	K 5

Course Title	Computer Applications Practicals – I (L^AT_EX, MS Office & SPSS)	
CODE	18C0PCP01	
CO No.	Course Outcomes	Knowledge Level
CO-1	Understand the basic concepts, create and format documents.	K 1 , K 2
CO-2	Create records and maintain the database of a company and bank.	K 3
CO-3	Analyse research problems by using various statistical tools.	K 4

Course Title	ADVANCED MULTI SKILL DEVELOPMENT PAPER	
CODE	18COPS201	
CO No.	Course Outcomes	Knowledge Level
CO-1	Apply key concepts of self development and management to enhance personality.	K3
CO-2	Discover solutions for real-life problems requiring interpretation and comparison of various representations of numerical data.	K4
CO-3	Develop a logical framework for the critical analysis of spoken, written, visual and mediated messages in a diverse environment.	K6

Course Title	INCOME TAX	
CODE	18COPC 309	
CO No.	Course Outcomes	Knowledge Level
CO-1	Recall the basic principles underlying the provisions of direct tax laws.	K 1
CO-2	Recognise taxable income under various heads as per provisions of Income Tax Act 1961.	K 2
CO-3	Apply critical thinking and problem solving skills to resolve income tax issues.	K 3
CO-4	Analyse the real life situations involving taxation and take tax-sensitive decisions.	K 4
CO-5	Evaluate the tax-saving strategies for decision making.	K 5

Course Title	FINANCIAL MANAGEMENT	
CODE	18COPC 310	
CO No.	Course Outcomes	Knowledge Level
CO-1	Acquire relevant, systematic, efficient and actual knowledge of financial management that can be applied in practice for making financial decisions	K 1
CO-2	Understand both the theoretical and practical role of financial management.	K 2
CO-3	Apply financial management concepts and tools in investment decisions.	K 3
CO-4	Analyse the risk areas in corporate which helps to facilitate managerial decision making and control.	K 4
CO-5	Evaluate the financial objectives of various types of organisations and the respective requirements of stakeholders.	K 5

Course Title	INVESTMENT MANAGEMENT	
CODE	18COPC311	
CO No.	Course Outcomes	Knowledge Level
CO-1	Perceive the nature, scope and features of investment and its process.	K 1, K 2
CO-2	Understand the mechanics of security trading, derivatives market, SEBI's role and stock market indicators.	K 2
CO-3	Make use of Fundamental and Technical analysis for portfolio selection.	K 3
CO-4	Examine various investment alternatives for investment decisions.	K 4
CO-5	Evaluation of portfolio performances based on various models.	K 5
Course Title	Computer Applications Practicals – II	
CODE	18C0PCP02	
CO No.	Course Outcomes	Knowledge Level
CO-1	Acquire the knowledge and skill in preparation of various accounting statements using Tally package.	K 1& K 2
CO-2	Create vouchers and stock summary.	K 3
CO-3	Prepare Ratios and Bank Reconciliation Statement.	K 4

Course Title	ACCOUNTING FOR MANAGERIAL DECISION MAKING	
CODE	18COPC 412	
CO No.	Course Outcomes	Knowledge Level
CO-1	Acquire sound Knowledge of concepts, methods and techniques of management accounting and develop competence with their usage in managerial decision making and control.	K 1
CO-2	Understand the course concepts towards common business management decisions such as pricing and outsourcing decisions from a financial perspective	K 2
CO-3	Apply the skills necessary to use management accounting information	K 3
CO-4	Analyse the role of budgets in organisations, their limitations and the behavioural issues to consider when developing and using budgets for planning and control	K 4
CO-5	Evaluate the organizational performance through Financial statement analysis.	K 5
Course Title	E-Commerce	
CODE	18COPC413	
CO No.	Course Outcomes	Knowledge Level
CO-1	Comprehend the basics, growth, uses and models of e-commerce.	K 1
CO-2	Obtain skills in the field of EDI, Cryptography, EPS and TPS.	K1 &K 2
CO-3	Identify the risks, security and legal issues in e-commerce	K 3
CO-4	Analyze the strategies of e-supply chain models and the features, framework, applications and advantages of e-CRM.	K 4
CO-5	Evaluate the effectiveness of e-advertisements, e-market research and mobile commerce.	K 5

Course Title	INTERNATIONAL BUSINESS	
CODE	18COPC414	
CO No.	Course Outcomes	Knowledge Level
CO-1	Understand the concepts and theories of international trade and its growing importance.	K 1& K 2
CO-2	Obtain a conceptual understanding of Balance of Payments in the context of economic growth process.	K 2
CO-3	Utilize the motives of international marketing for Indian products abroad and assist in solving problems.	K 3
CO-4	Analyze the exchange rate fluctuations, its cause and effect and evolution of international financial institutions.	K 4
CO-5	Evaluate the position of India's exports and imports and the social and environmental issues in international business.	K 5

Course Title	ADVERTISING MANAGEMENT	
CODE	18COPC415	
CO No.	Course Outcomes	Knowledge Level
CO-1	Understand the objectives and types of advertising and the structure of advertising industry.	K 1, K 2
CO-2	Outline the features and functions of advertising agencies and their types of services.	K 2
CO-3	Apply the elements of print and radio advertisements in executing creative print and radio ads.	K 3
CO-4	Analyse the creative execution of Internet ads, its advantages and also the cost and types involved.	K 4
CO-5	Evaluate the television commercials, media selection procedures and the alignment of media and message.	K 5