

DEPARTMENT OF COMMERCE**M.Com.****Course Outcomes**

On the successful completion of the course, the students will be able to,

Course Code	Course Name	Course Outcomes
20PCOC1	MARKETING MANAGEMENT	CO1: Sharpen understanding of marketing concepts, the marketing process, functions and marketing environment.
		CO2: Develop knowledge on consumer behaviour and determine the best approach to segment a specific market.
		CO3: Familiarize about pricing policies, pricing strategies and marketing research.
		CO4: Gets an exposure regarding channel management and promotional mix.
		CO5: Develop an idea with relevance to marketing information system.
20PCOC2	ACCOUNTING FOR MANAGERIAL DECISIONS	CO1: Understand the concept of management accounting, its importance and its role in decision making.
		CO2: Develop knowledge about analysis and interpretation of financial statements.
		CO3: Acquire knowledge regarding the preparation of fund flow statement and cash flow statement.
		CO4: Get an idea about the preparation of various types of budget.
		CO5: Acquire knowledge about standard costing techniques and variance analysis
		CO1: Acquire knowledge about foreign trade, balance of trade and payments.
		CO2: Get an idea about GATT, WTO and IMF.

20PCOC3	INTERNATIONAL BUSINESS	CO3: Know about export marketing and export barriers.
		CO4: Understand the documents used in foreign trade.
		CO5: Provide an insight into the sources of finance for foreign trade.
20PCOC4	BUSINESS ENVIRONMENT	CO1: Understand about business environment and formulation of business strategy.
		CO2: Outline how an entity operates in different types of environment.
		CO3: Recognise the importance of consumer protection and environment protection.
		CO4: Know about the concepts of liberalization, Globalization and industrial policy.
		CO5: Get an idea regarding social responsibilities of business and social audit.
20PCOC5	MULTIMEDIA	CO1: Understand the overall view of multimedia applications.
		CO2: Prepare the different types of tools and text effects
		CO3: Handle the various audio and video editing techniques
		CO4: Design and implement the multimedia graphics and scanning and editing digital photography.
		CO5: Prepare multimedia animation and digital video production techniques.
20PCOQC1	PRACTICAL I - MULTIMEDIA	CO1: Edit the image with various tools.
		CO2: Use paint tools and retouch the image
		CO3: Change the colour of the image using various tools.
		CO4: Work with layers and giving effects to the image.

20PCOC6	ENTREPRENEURIAL DEVELOPMENT	CO5: Understand the concept of entrepreneurial motivation.
		CO2: Gets an idea regarding entrepreneurial development programmes and institutions for entrepreneurial development
		CO3: Acquire knowledge of job related requirements to start a new enterprise to start a new enterprise.
		CO4: Know the financial institutions providing finance to the entrepreneurs.
		CO5: Identify the growth of entrepreneurship after globalisation and equip with entrepreneurial and consultancy skills.
20PCOC7	ADVANCED COSTING	CO1: Acquire knowledge about cost accounting and preparation of cost sheet.
		CO2: Get deep insight into material cost control and labour cost control.
		CO3: Know about overheads, its classification, apportionment, reapportionment and absorption of overheads.
		CO4: Gain knowledge about contract costing, process costing, joint and by-products.
		CO5: Know about application of marginal costing techniques.
20PCOC8	QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS	CO1: Formulate Linear Programming Problems and find solution using simplex method.
		CO2: Acquire knowledge about decision making using statistical methods.
		CO3: Identify uncertainties of business and to make decisions under such situations.

		CO4: Familiarise CPM & PERT techniques of network analysis, time series and trend analysis.
		CO5: Find optimal solutions using assignment techniques.
20PCOC9	BUSINESS TAXATION	CO1: Identify the objectives and characteristics of tax.
		CO2: Understand about the levy and collection of customs duty.
		CO3: Provide an insight into types of GST in India and its impact on Central and State Governments.
		CO4: Gain knowledge about levy and collection of GST.
		CO5: Know about the procedure for registration and provisions relating to tax deducted at source.
20PCOQC2	ADVANCED TALLY	CO1: Understand the accounting concepts through tally package
		CO2: Prepare ledgers, maintain subsidiary books and prepare final accounts.
		CO3: Rectify errors and prepare BRS and financial reports
		CO4: Gain knowledge about GST and application of GST
		CO5: Acquire knowledge about billing of invoices and filing of returns
20PCOEC1	ELECTIVE I: E-COMMERCE	CO1: Familiarize the concept of E-Commerce.
		CO2: Carry out procedures for order procurement, order processing and post sales services.
		CO3: Know the website principles, methods of customer communication and handle electronic payment systems.

		CO4: Understand the categories of E-Commerce and its applications.
		CO5: Identify security issues of E-Commerce and its applications.
20PCOESC1	ELECTIVE I: E-MARKETING	CO1: Familiarize the concept of E-Marketing
		CO2: Understand leveraging techniques and legal issues.
		CO3: Gain knowledge on marketing knowledge management.
		CO4: Know about E Marketing management and creating customer value.
		CO5: Gain information about E-Marketing communication issues and Information advertising.
19PCOC10	BUSINESS RESEARCH METHODS	CO1: Understand business research and can frame a research design.
		CO2: Understand the concepts of sampling and the techniques of sampling.
		CO3: Know about data collection methods and applications of various tools.
		CO4: Interpret data by applying appropriate tests.
		CO5: Draft effective reports that suit the needs of the target audience.
19PCOC11	INCOME TAX LAW AND PRACTICE	CO1: Gain knowledge with regard to the basic concepts of income tax
		CO2: Familiarise with the computation of salary income
		CO3: Get an exposure about the provisions relating to house property, profits and gain of business or profession
		CO4: Understand computation of capital gains, income from other sources, set off and carry forward of losses

		CO5: Acquire knowledge in computation of total income and tax liability
19PCOC12	ADVANCED CORPORATE ACCOUNTING	CO1: Gain knowledge about issue, forfeiture and re-issue of shares and redemption of preference shares and debentures.
		CO2: Understand the concepts of profits prior to incorporation , and prepare final accounts of joint stock companies.
		CO3: Acquire knowledge about amalgamation, absorption and reconstruction.
		CO4: Compute the value of goodwill and shares and liquidators final statement of a/cs
		CO5: Prepare final accounts of Banking and Insurance Companies
19PCOEC2	ELECTIVE II :HUMAN RESOURCE MANAGEMENT	CO1: Know about human resource management and role of human resource managers
		CO2: Acquire knowledge about recruitment, selection, training and job evaluation of human resources.
		CO3: Understand the need for motivation and leadership.
		CO4: Develop knowledge relating to performance appraisal and group dynamics.
		CO5: Understand organizational climate, human engineering and quality of work life.
19PCOESC2	ELECTIVE II : INDUSTRIAL RELATIONS	CO1: Know about the industrial relations and its importance.
		CO2: Acquire knowledge about trade unions, labour aristocracy and segmentation of labour markets.

		CO3: Understand the concept of industrial disputes and laws relating to industrial disputes.
		CO4: Develop knowledge relating to collective bargaining and joint consultative machineries.
		CO5: Understand the strategic management of industrial relations, globalization and liberalization.
19PCOEC3	ELECTIVE III : PRINCIPLES AND PRACTICE OF INSURANCE	CO1: Understand the concept of insurance and IRDA Act.
		CO2: Gain knowledge about various life insurance policies and the procedure for taking life insurance policies.
		CO3: Acquire knowledge about the proceedings of surrender value and settlement of claims.
		CO4: Understand the functions of marine insurance types of marine policies and marine losses.
		CO5: Know about the various fire insurance policies and the hazards covered under fire insurance.
19PCOEC3	ELECTIVE III : INTERNATIONAL BUSINESS ENVIRONMENT	CO1: Understand the concept of International Business and its problems.
		CO2: Gain knowledge about international business environment.
		CO3: Acquire knowledge about international trade theories.
		CO4: Get an idea about instruments regulating international trade.
		CO5: Know about the WTO and its implications of international trade policy.
19PCOEDC	EXTRA DISCIPLINARY COURSE:	CO1: Understand the basic concepts of management accounting.

	MANAGEMENT ACCOUNTING	CO2: Work out ratios to evaluate the profitability and solvency of the firm.
		CO3: Gain knowledge about preparation of funds from operations and fund flow statements.
		CO4: Compute cash from operations and cash flow statements.
		CO5: Acquire knowledge about preparation of various types of budgets.
19PCOESDC	EXTRA DISCIPLINARY COURSE: COST ACCOUNTING	CO1: Understand the basic concepts of cost accounting.
		CO2: Prepare the stores ledger account.
		CO3: Gain knowledge about system of wage payment and allocation and absorption of overheads.
		CO4: Prepare process account, joint products and by-products accounts.
19PCOC13	FINANCIAL MANAGEMENT	CO1: Gain knowledge about financial Management and cost of capital
		CO2: Understand the theories of capital structure and leverages.
		CO3: Understand dividend policy and dividend theories.
		CO4: Acquire Knowledge about capital budgeting decisions.
		CO5: Understand working capital Management.
19PCOC14	ADVANCED BANKING	CO1: Acquire knowledge in banking and financial system in India.
		CO2: Know about provisions of RBI Act and Banking Regulation Act.
		CO3: Acquire knowledge regarding commercial banks and its products.

		CO4: Gain knowledge on lending procedure of banks.
		CO5: Get awareness with respect to modern banking services like e-banking, m-banking and internet banking.
19PCOEC4	ELECTIVE : IV: INVESTMENT AND PORTFOLIO MANAGEMENT	CO1: Gain knowledge about importance of investments.
		CO2: Understand the role of SEBI.
		CO3: Have a comprehensive knowledge about security evaluation.
		CO4: Gain expertise knowledge about the various investment alternatives available.
		CO5: Acquire specialised knowledge in portfolio management.
19PCOESC4	ELECTIVE IV: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	CO1: Gain knowledge about investment options and SEBI guidelines.
		CO2: Acquire knowledge about investment analysis.
		CO3: Get knowledge about the valuation of securities.
		CO4: Gain knowledge about market efficiency.
		CO5: Know about CAPM and risk free lending and borrowings.
19PCOEC5	ELECTIVE V: ORGANISATIONAL BEHAVIOUR	CO1: Gain knowledge about individual and group behavior.
		CO2: Familiarize with the concept of organizational culture and its theories
		CO3: Identify the essentials for effective communication
		CO4: Get deep insight into organizational behaviour of an individual
		CO5: Understand the concept of stress management
19PCOESC5	ELECTIVE V: SERVICE MARKETING	CO1: Gain knowledge about service marketing.

		CO2: Familiarize with the concept of integrated services management.
		CO3: Gain knowledge about service delivery process.
		CO4: Get deep insight into managing the customer retention in services
		CO5: Understand the concept of Service Quality Gap Model