PRIST
DEEMED TO BE
UNIVERSITY
NAAC ACCREDITED
THANJAVUR – 613 403 - TAMIL NADU

Mapping of COs and POs
B.Com (Commerce) 2019 Regulations

Sem	Course Code	Title of the Course	COs	POS					
				PO1	PO2	PO3	PO4	PO5	PO6
I	19110AEC11	Tamil-I	CO:1 Learn the changes occurred in literature since classical period.	*	*				
			CO:2 Make use of vocabulary systematically.	*					
			CO:3Understand how to lead one's life realizing the modernity and its environment/atmosphere.	*	*	*			
	19111AEC11	Advanced English-I	CO:1 Develop vocabulary	*	*				
			CO:2 zarLearn to edit and do proof reading	*	*				
			CO:3Read and comprehend literature	*	*	*			
	19111AEC12	English-I	CO:1 Read and comprehend literature	*	*	*			
			CO:2 Appreciate poetry and prose	*	*				
			CO:3 Familiarize students with fiction.	*	*	*			
	19161SEC13	Basic Accounting	CO:1 Understanding the fundamental of financial accounting				*	*	*
			CO:2 Develop the modern market economy				*	*	
			CO:3 prepare the different kinds of financial statement				*	*	*
			CO:4 Acquire conceptual knowledge of basics of accounting				*	*	
			CO:5 Identify and analyze the reasons for the difference between cash book and pass book balances					*	*

HOD,
Department of Commerce
Ponnaiyah Ramajayam Institute of
Science & Technology (PRIST),
Declared as DEEMED TO BE UNIVERSITY

DEAN
School of Commerce and Management
Ponnaiyah Ramajayam Institute of
Science & Technology (PRIST)
THANJAVUR - 613 403.

			CO:6 Develop the skill of recording financial transactions and preparation of reports in accordance with GAAP				*	*	*
	19161SEC14	Business Environment	CO:1 Discuss the supply and demand theory andits impact on insurance				*	*	
			CO:2 outline an how entity operate in the Business environment			*	*		
			CO:3 Explain the legal frame work that regulatethe insurance industry					*	*
			CO:4 Understand relationship between environment and business; Applying the environmental analysis techniques in practice						*
			CO:5 Understand Economic, Socio-Cultural and Technological Environment				*		*
			CO:6 Know state policies Economic legislations and Economic reforms laid by the government						
	19161AEC15	Marketing	CO:1 Understand fundamental marketing concepts, theories and principles in areas of marketing policy				*		*
			CO:2 Apply the knowledge, concepts, tools necessary to understand challenges				*	*	*
			CO:3 Understand the marketing concepts and its evolution				*		*
			CO:4 Analyze the market based on segmentation, targeting and positioning				*	*	*
			CO:5 Know the consumer behavior and their decision making process				*	*	*
			CO:6 Understand the rural markets and the contemporary issues in marketing				*	*	*
			Co:7 Make decisions on product, price , promotion mix and distribution				*		*
	19161AEC16	Business Economics	CO:1 Apply the concept of opportunity cost.				*	*	*
			CO:2 understand the concepts of cost, nature of production and its relationship to Business operations.				*	*	*

			CO:3 Apply Economic theories to business decision				*		*
			CO:4 Use the theoretical concept of demand and supply analysis in practice				*	*	
			CO:5 Understand the cost concepts, theories ofprofit and business cycles				*	*	*
			CO:6 Use different demand forecasting techniques and apply different pricing techniques in business				*		*
			CO:7 Understand the importance of Fiscal policy				*		*
	19111SEC01L	Package Lab I (Microsoft office)	1. Recognize when to use each of the Microsoft Office programs to create professional and academic documents.						*
			2. Use Microsoft Office programs to create personal, academic and business documents following current professional and/or industry standards.					*	*
			3. Apply skills and concepts for basic use of computer hardware, software, networks, and the Internet in the workplace and in future coursework as identified by the internationally accepted Internet and Computing Core (IC3) standards.					*	*
	19111SEC01L	Communicative English Lab-I	CO:1 Learn grammar.	*	*	*			
			CO:2 Enrich vocabulary	*	*	*			
			CO:3 Understand the process of communication	*	*	*			
			CO:4 Develop listening skill	*	*	*			
	191INDCONS	Indian Constitution	CO:1 Democratic values and citizenship Training are gained.			*			
			CO:2 Awareness on Fundamental Rights are established			*			
			CO:3 Learn the functions of union and State Governments		*	*			
			CO:4 In the power and functions of the Judiciary		*	*			

			CO:5 Understand the structure and compositionof Indian Constitution		*	*			
			Co:6 Understand and analyse federalism inthe Indian contex		*	*			
			CO:7 Analyse Panchayathi Raj institutions as a medium of decentralization		*	*			
II	19110AEC21	Tamil II	CO:1 Know what devotion really is.	*	*				
			CO:2 Know the fruitfulness obtained through devotion.	*	*				
			CO:3 Perceive the progress achieved in the society through devotion.	*		*			
	19111AEC21	Advanced English-II	CO:1 Develop technological skill.	*	*	*			
			CO:2 Able to write in a variety of formats	*	*	*			
			CO:3 Read biographies and develop personality	*	*	*			
	19111AEC22	English-II	CO:1 Appreciate different forms of literature		*	*			
			Co:2 Acquire language skills through literature	*		*			
			Co:3 Broadens the horizon of knowledge	*		*			
	19161SEC23	Business Accounting	CO:1 familiarize the concept of Branch account and its system				*	*	*
			CO:2 understand the Scope of departmental accounting				*	*	
			CO:3 Appreciate the need for negotiable instruments and procedure of accounting for bills honoured and dishonoured				*	*	
			CO:4 Differentiate Trade bills from Accommodation Bills				*	*	*
			CO:5 Understand the concept of Consignment and learn the accounting treatment of the various aspects of consignment				*	*	
			CO:6 Distinguish Joint Venture and Partnershipand to learn the methods of maintaining records under Joint Venture				*	*	
			CO:7 Understand the meaning and features of Non-Profit Organisations				*	*	*

			CO:8 Learn to prepare Receipts & Payment Account, Income & Expenditure Account and Balance Sheet for Non-Profit Organizations				*	*	*
	19161SEC24	Ethics in Business	CO:1 Understand, and evaluate various organizational influencesaffecting ethical decisions			*	*		
			CO:2 Present and analyze ethical and moral issues			*	*		
			CO:3 Explore ethical theories			*	*		
			CO:4 Use contemporary and classical frameworks to analyze and suggest resolutions to ethical dilemmas.			*	*		
			CO:5 Identify and address common ethical issues that arise for individuals, managers, and organizations.			*	*		
			CO;6 ognize how individual differences and cognitive barriers can influence ethical judgment.			*	*		
			CO:7 Identify and prioritize personal values and apply those to making ethical decisions.			*	*		
	19161AEC25	Business Statistics	CO:1 Critically evaluate the underlying assumptions of analysis tools				*	*	
			CO:2 Solve a range of problems using the techniques covered				*	*	
			CO:3 Conduct basic statistical analysis of data.				*	*	
			CO:4 Understand basic statistical concepts such as statistical collection, statistical series, tabular and graphical representation of data				*	*	
			CO:5 Calculate measures of central tendency, dispersion and asymmetry, correlation and regression analysis				*	*	
			CO:6 Choose a statistical method for solving practical problems				*	*	
	19161AEC26		CO: 1 Understand the dynamics of marketing in business				*	*	*

		Business Organization and Management	CO:2 ability and confidence to tackle common practical financial problems of business.				*	*	*
			CO:3 Understand the scope of Business, and its importance.				*	*	*
			CO:4 Identify different forms of business organizations viz; Sole Proprietorship, Partnership, Joint Hindu Family Business & Co-operative Organizations.				*	*	
			CO:5 Understand a Joint Stock Company and various formalities to promote a Company				*	*	
			CO:6 Learn various sources Industrial Financial resources and the means to raise them				*	*	*
	19111SEC02L	Package Lab II (power point)	CO:1. Identify the names and functions of the PowerPoint interface.		*	*			
			CO:2. Create, edit, save, and print presentations.		*	*			
			CO:3. Format presentations.		*	*			
			CO:4. Add a graphic to a presentation.		*	*			
			CO:5. Create and manipulate simple slide shows with outlines and notes.		*	*			
			CO:6. Create slide presentations that include text, graphics, animation, and transitions.		*	*			
	19111SEC02L	Communicative English Lab-II	CO:1 Learn grammar.	*	*	*			
			CO:2 Use a variety of reading strategies	*	*				
			CO:3 Enhance the skill of making grammatically correct sentences.	*	*	*			
			Co:4 Develop listening skill	*	*	*			
	19111RLC27	Research Led seminar	CO:1 Know the emerging areas in research	*	*	*			
			CO:2 learning experiences of students subject to research led teaching			*	*		
			CO:3 The institutional and organisation issues surrounding such learning environments			*	*		
			CO:4 The development of such teaching on the disciplinary (subject-based) requirements of curricula design			*	*		

			CO:5 The opportunity to develop high level transferable skills			*	*		
			CO:6 The possibility of a constructive alignment between the learning, teaching and assessment of the modules			*	*		
III	19110AEC31	Tamil III	CO:1 Achieve one's goal by following the ancestral path		*	*			
			CO:2 Learn to lead life of perfection by realizing the uncertainty in the life		*	*			
			CO:3 Attain happiness through honesty		*	*			
	19111AEC31	Advanced English-III	CO:1 Understand phonetics.	*	*	*			
			CO:2 Develop writing skill	*	*	*			
			CO:3 Able to develop creative writing	*	*	*			
	19111AEC32	English-III	CO:1 Enable to appreciate different types of prose	*	*				
			CO:2 Develop the conversational skills through one-act plays	*					
			CO:3 Enhance the skill of making grammatically correct sentences.	*	*	*			
	19161SEC33	Cost Accounting	CO:1 Understand various costing systems and management systems				*	*	*
			CO:2 Analyse and provide recommendations to improve the operations of organisations				*	*	
			CO:3 Imbibe conceptual knowledge of cost accounting.				*	*	
			CO:4 Understand the significance of cost accounting in the modern economic environment				*	*	
			CO:5 Select the costs according to their impacton business				*	*	*
			CO:6 Apply cost accounting methods to evaluate and project business performance				*	*	*
	19161SEC34	Banking Theory law and Practices	CO:1 Understanding of Banking Channels and Payments				*	*	
			CO:2 Practices on Banking Technology				*	*	*

			CO:3 Understanding of Core Banking				*	*	*
			CO:4 To gather knowledge on banking and financial system in India				*	*	*
			CO:5 Understand better customer relationship				*	*	*
			CO:6 To create awareness about modern banking services like e-banking, m-banking and internet banking				*	*	*
	19161AEC35	Business Law for Managers	CO:1 Explain the concepts in business laws with respect to foreign trade			*	*	*	
			CO:2 Apply the global business laws to current business environment				*	*	
			CO:3 Demonstrate an understanding of the Legal Environment of Business.				*	*	
			CO:4 Communicate effectively using standard business and legal terminology.			*	*	*	
			CO:5 Demonstrate recognition of the requirements of the contract agreement			*	*	*	
			CO:6 Identify contract remedies				*	*	
			CO:7 Understand the various provisions of Company Law			*	*	*	
	19161AEC36	Essentials of Business Communication	CO:1 Identify ethical, legal, cultural, and global issues affecting business communication.			*	*		
			CO:2 Utilize analytical and problem solving skills appropriate to business communication.	*		*	*	*	
			Co:3 Effective business writing	*	*	*			
			CO:4 Research approaches and information collection.			*	*		
			CO:5 Developing and delivering effective presentations			*	*		
			CO:6 Effective interpersonal communications	*		*			
			CO:7 Skills that maximise team effectiveness.			*	*		*
			CO:8 Good time management.					*	*

	19111RMC37	Research Methodology	CO:1 Able to carry out independent literature survey corresponding to the specific publication type and assess basic literary research tools.			*			
			CO:2 familiarize participants with basic of research and the research process.			*	*		
			CO:3 enable the participants in conducting research work and formulating research synopsisand report.			*			
			CO:4 Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.			*			
			CO:5 Have basic knowledge on qualitative research techniques			*			
			CO:6 Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis			*			
			CO:7 Have basic awareness of data analysis-and hypothesis testing procedures			*			
	19111SEC03L	Package lab III (Microsoft excel)	CO:1. Indicate the names and functions of the Excel interface components.		*	*			
			CO:2. Enter and edit data.		*				
			CO:3. Format data and cells.		*				
			CO:4. Construct formulas, including the use of built-in functions, and relative and absolute references.		*				
			CO:5. Create and modify charts.		*				
			CO:6. Preview and print worksheets.		*				
	19111SEC03L	Communicative English Lab-III	CO:1 Learn grammar.	*	*	*			
			CO:2 Enhance their fluency in English	*	*	*			
			CO:3 Develop speaking and writing skills	*	*	*			
			CO:4 Develop individual perspectives that demonstrate critical thinking skills	*	*	*			
IV	19110AEC41	Tamil IV	CO:1 Realize how the ancient people changed their life style according to the ages		*	*			

			CO:2 Learn how to change one's lifestyle according to the needs of the future		*	*			
			CO:3 Accept the modern trends and its uses		*	*			
	19111AEC41	Advanced English-IV	CO:1 Develop writing skill.	*	*	*			
			CO:2 Comprehend and describe poems	*	*	*			
			CO:3 Learn interviewing skills	*	*	*			
	19111AEC42	English-IV	CO:1 Improve their ability to read and understand them	*	*	*			
			CO:2 Know the genius of Shakespeare	*	*	*			
			CO:3 Express in writing their views.	*	*	*			
	19161SEC43	Partnership Accounting	CO:1 Understand the concept of partnership				*	*	*
			CO:2 Understand the journal entries for the formation of partnership				*	*	*
			CO:3 Familiarize the concept of Branch account and its system				*	*	
			CO:4 Understand the Scope of departmental accounting				*	*	
			CO:5 Introduce the system of Hire Purchasing				*	*	
			CO:6 Understand partnership account from admission to dissolution				*	*	
	19161SEC44	Advertising and Sales Promotion	CO:1 Understand the key principles and tools of integrated marketing communication				*	*	
			CO:2 Explain the environmental factors which influence consumer and organizational decision				*	*	*
			CO:3 Identify the elements of the communication process between buyers and sellers in business. making process				*	*	*
			CO:4 Identify the marketing mix components in relation to market segmentation				*	*	
			CO:5 Outline a marketing plan				*	*	
			CO:6 Utilize marketing research techniques to resolve into competitive marketing decisions.				*	*	*

	19161AEC45	Company Law and Secretarial Practices	CO:1 Get a basic understanding of different typeof meeting of board of directors.				*	*	
			CO:2 Use international trade terms and concepts when communicating.	*		*	*		
			CO:3 Demonstrate comprehensive knowledge and understanding of social and economic policy considerations arising in this area.				*	*	
			CO:4 Understanding of those areas of company law identified in the indicative syllabus above andform a critical judgement on areas of controversy within the topics studied;				*	*	
			CO:5 Read and study primary and secondary sources of company law, with minimal staff guidance; critically analyse, interpret, evaluate and synthesise information from a variety of sources				*	*	*
			CO:6 Identify sources for research and further develop a strategy for research using standardand electronic research toolsC				*	*	
	19120SEC04A	Packages Lab-IV	CO:1 Examine database concepts and explorethe Microsoft Office Access environment.		*				
			CO:2. Design a simple database.		*				
			CO:3. Build a new database with related tables.		*				
			CO:4. Manage the data in a table.		*				
			CO:5. Query a database using different methods.		*				
			CO:6. Design a form.		*				
			CO:7. Generate a report.		*				
			CO:8. Import and export data.		*				
	19111SEC04L	Communicative English Lab-IV	CO:1 Learn grammar.	*	*	*			
			CO:2 Enable to express their views in conversation	*	*				
			CO:3 Develop soft skills	*	*				
			Co:4 ce presentation skills	*	*				

	191ENVTSTU	Environmental Studies	CO:1 Learn about environmental pollution.		*	*			
			CO:2 Familiarize with the social issues and the environment		*	*			
			CO:3 will be able to do independent research on human interactions with the environment.		*	*			
			CO:4 To recognize the physical, chemical, and biological components of the earth's systems and show how they function		*	*			
			CO:5 Analyze and evaluate ideological and philosophical approaches used to understand environmental relationships.		*	*			
			CO:6 Carry out an applied research project inthe natural sciences.		*	*			
V	19161SEC51	Corporate accounting	Co:1 Find out how can a company dissolve.				*	*	
			CO:2 Understand Mutual funds investments.				*	*	*
			CO:3 Learn about Working format of companies.				*	*	
			CO:4Enabling the students to understand the features of Shares and Debentures				*	*	
			CO:5Develop an understanding about redemption of Shares and Debenture and its type				*	*	*
			CO:6 Exposure to the company final accounts				*	*	*
	19161SEC52	Financial Management	CO:1 Use business finance terms and concepts when communicating.	*				*	*
			CO:2 Demonstrate a basic understanding of financial management.				*	*	*
			CO:3 Provide introduction to Financial Management				*	*	*
			CO:4 Create an awareness about capital structure and theories of capital structure				*	*	
			CO:5 Make them understand the cost of capitalin wide aspects				*	*	
			CO:6 Provide knowledge about dividend policies and various dividend models.				*	*	
			CO:7 Enable them to understand working capital management				*	*	

	19161SEC53	Financial Services	CO:1 Forecast a firm's future financing requirements				*	*	*
			CO:2 Design an optimal capital structure.				*	*	
			CO:3 Give an idea about fundamentals of financial services and players in financial sectors				*	*	
			CO:4 Create an awareness about merchant banking, issue management, capital markets and role of SEBI				*	*	
			CO:5 Provide knowledge about leasing and hire purchase concepts				*	*	*
			CO:6 Make them understand about different types of insurance and IRDA Act.				*	*	
	19161AEC54	Computer Application in Business	Co1:Study the development of computers and their components in each stage.						*
			CO2 : Develop an idea of software, programming language and operating system.		*				
			CO3 : Study the concept of developing database and its maintenance using computers in a business Concern				*		*
			CO4 :Analyze the importance of management information system and networking in a business.				*	*	*
			CO5 : Be aware and perform various activities using computers in day to day life.				*	*	*
	19161DSC55A	Co-operative law and practices	CO:1 Know about the company law in the India.				*	*	
			CO:2 Understand the use of the memorandum of association and article of association in a company, they also learn from this course				*	*	
			CO:3 Develop Professionals in the filed of Co-operation, Co-operative law and Management.				*	*	
			CO:4 Promote qualified, Skilled and professional manpower to manage the affairs of the Cooperative Institutions.				*	*	*
			CO:5 Enhance the Knowledge base of the in-service Personnel on the subject Co-operation, Co-operative law and Co-operative Management.				*	*	*

			CO:6 Enable the in-service personnel to develop skills on Co-operative Management Techniques				*	*	
	19111BRC56	Participation in Bounded Research	CO:1 Do the allotted work in research			*			
			CO:2 Learn to do review of literature			*			
			CO:3 Demonstrate knowledge of research processes			*			
			CO:4 Perform literature reviews using print and online database			*			
			CO:5 Identify, explain, compare, and prepare thekey elements of a research proposal/report			*			
			CO:6 Describe sampling methods, measurement scales and instruments, and appropriate uses of each			*			
	191SEC05A	Package lab V	CO:1 work with the Photoshop workspace		*				
			CO:2. navigate images		*				
			CO:3. resize and crop images		*				
			CO:4. make and work with selections		*				
			CO:5. create new layers and perform other basic layer functions		*				
			CO:6. transform images		*				
	19111SEC05L	Communicative English Lab-V	CO:1 Develop corporate skills.		*	*			
			CO:2 Handle their day to day affairs well with their knowledge of language skills.	*	*	*			
VI	19161SEC61	Management Accounting	CO:1 Prepare analysis of various special decisions, using relevant costing and benefits				*	*	*
			CO:2 More effective planning and control systems				*	*	
			CO:3 The students thought and knowledge on management Accounting				*	*	
			CO:4 Helps to give proper idea on financial statement analysis in practical point of view				*	*	*
			CO:5 Introduce the concept of fund flow and cash flow statement				*	*	

			CO:6 Provide knowledge about budget control keeping in mind the scope of the concept				*	*	
			CO:7 Develop the know-how and concept of marginal costing with practical problems				*	*	*
	19161SEC62	Entrepreneurship and small Business Management	CO:1 Understand the systematic process to selectthe business ideas.				*	*	*
			CO:2 Write a business plan		*		*	*	*
			CO:3 Develop students about Entrepreneurship development				*	*	*
			CO:4 Create an awareness on various Entrepreneurship Development Programme				*	*	*
			CO:5 Enable them to understand project formulation				*	*	*
			CO:6 Familiarize the students with EDP schemes				*	*	*
	19161SEC63	Auditing	CO:1 Articulate knowledage of fundamental audit concepts				*	*	
			CO:2 Apply critical thinking skills and slove auditing Problems.				*	*	*
			CO:3 Apply and demonstrate the accounting knowledge and skills in Auditing.				*	*	*
			CO:4 Explain how analytical procedures are usedas an audit tool.				*	*	
			CO:5 Illustrate effective internal controls				*	*	
			CO:6 Apply ethical standards to issues in auditing				*	*	
	19161DSC64A	Income Tax Law & Practices	CO:1 File IT Return on individuals basis				*	*	*
			CO:2 Compute the total Income and Define tax complicacies and structure.				*	*	*
			CO:3 In order to familiarize the different know-how and heads of income with its components				*	*	*
			CO:4 It helps to build an idea about income from house property as a concept				*	*	*
			CO:5 It give more idea about the income from business or profession				*	*	*

			CO:6 Make the students familiarizes with the concept of depreciation and its provisions				*	*	*
	19161DSC64B	Cooperation Theory	CO:1 Greater Social support			*	*	*	
			CO:2 More on-task behaviour				*	*	*
			CO:3 Develop Professionals in the filed of Co-operation, Co-operative law and Management.				*	*	*
			CO:4 Promote qualified, Skilled and professional manpower to manage the affairs of the Cooperative Institutions.				*	*	*
			CO:5 Enhance the Knowledge base of the in-service Personnel on the subject Co-operation, Co-operative law and Co-operative Management.				*	*	*
			CO:6 Enable the in-service personnel to develop skills on Co-operative Management Techniques				*	*	*
	19161OEC	Banking Services	CO:1 To help to gather knowledge on banking and financial system in India						
			CO:2 To provide knowledge about commercial banks and its products				*	*	*
			CO;3 Aim to familiarize banking system in India				*	*	*
			CO:4 To enable them to understand better customer relationship			*	*	*	*
			CO:5 To create awareness about modern banking services like e-banking,m-banking and internet banking, ATM System				*	*	*
			CO:6 To introduce recent trends in banking system				*	*	*
			CO:7 To make the student understand the basic concept of banking and financial institutions and expose various types of risk based by banks				*	*	*
	19161PRW66	Project Work	CO:1 Develop plans with relevant people to achieve the project's goals						
			CO:2 Break work down into tasks and determine handover procedures						
			CO:3 Identify links and dependencies, and schedule to achieve deliverables						

			CO:4 Estimate and cost the human and physical resources required, and make plans to obtain the necessary resources						
			CO:5 Allocate roles with clear lines of responsibility and accountability.						
			CO:6 Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis						
	191SBE06L	Package lab VI	CO:1. Learn to create animated graphics add sound and interactivity.		*				
			CO:2. Can develop Website		*				
			CO:3. CD based presentations		*				
	19111SEC06L	Communicative English Lab-VI	CO:1 Get a job	*	*	*			
			CO:2 Apply study skills	*	*				
			CO:3 Widen creative thinking	*	*	*			
			CO:4 Be a good team worker	*	*	*			
			CO:5 Make them proficient in English	*	*	*			

B.Com CA (2019 Regulations)

Sem	Course Code	Title of the Course	COs	POS						
				PO1	PO2	PO3	PO4	PO5	PO6	PO7
I	19110AEC11	Tamil-I	CO:1 Learn the changes occurred in literature since classical period.	*	*					
			CO:2 Make use of vocabulary systematically.	*	*					
			CO:3Understand how to lead one's life realizing the modernity and its environment/atmosphere.	*	*					
	19111AEC11	Advanced English-I	CO:1 Develop vocabulary	*	*					
			CO:2 zarLearn to edit and do proof reading	*	*					
			CO:3Read and comprehend literature	*	*					
	19111AEC12	English-I	CO:1 Read and comprehend literature	*	*					

HOD,
Department of Commerce
Ponnaiyah Ramajayam Institute of
Science & Technology (PRIST,
Declared as DEEMED TO BE UNIVERSITY

DEAN
School of Commerce and Management
Ponnaiyah Ramajayam Institute of
Science & Technology (PRIST)
THANJAVUR-613 403.

			CO:2 Appreciate poetry and prose	*	*					
			CO:3 Familiarize students with fiction.	*	*					
	19198SEC13	Financial Accounting	CO:1 Understanding the fundamental of financial accounting		*	*	*		*	
			CO:2 Develop the modern market economy		*	*	*			
			CO:3 prepare the different kinds of financial statement		*	*	*		*	
			CO:4 Acquire conceptual knowledge of basics of accounting		*	*	*		*	
			CO:5 Identify and analyze the reasons for the difference between cash book and pass book balances		*	*			*	
			CO:6 Develop the skill of recording financial transactions and preparation of reports in accordance with GAAP		*	*			*	
	19198SEC14	Business Management	CO:1 Apply conceptual learning skills in today's business environment.		*	*		*		
			CO:2 Analyze financial performance of an organization.		*	*		*		
			CO:3 Evaluate organizational decisions with consideration of the political, legal and ethical aspects of business.		*	*		*		
			CO:4 Understand relationship between environment and business; Applying the environmental analysis techniques in practice		*	*		*		
			CO:5 Assess strengths, weaknesses, opportunities and threats of the business environment.		*	*		*		
			CO:6 Know state policies Economic legislations and Economic reforms laid by the government		*	*		*		
	19198AEC15	Information Technology	CO:1 Perform end user support including identifying and implementing solutions to user requests.		*	*		*	*	
			CO:2 Analyze technical requirements to determine resource requirements and the impact the solution will have on an organization.		*	*		*	*	

			CO:3Design, plan, budget and propose an IT project for an identified need within a specific scope.		*	*		*	*	
			CO:4 Install technical hardware and software including network, database and security components.		*	*		*	*	
			CO:5 Perform routine maintenance to maintainthe currency of an operating system, network, database and security needs.		*	*		*	*	
			CO:6 Identify and resolve technical problems using trouble-shooting and research techniques.		*	*		*	*	
			Co:7 Analyze and select application and operating system settings to create an optimal user environment.		*	*		*	*	
	19198AEC16	Operating System	CO:1 Describe and explain the fundamental components of a computer operating system. [ABET (a), (i), (j), (k)] Assessment: Students will take midterm exams, final exams, and homework		*	*		*		
			CO:2 Describe and explain the fundamental components of a computer operating system. [ABET (a), (i), (j), (k)] Assessment: Students will take midterm exams, final exams, and homework.		*	*		*		
			CO:3 Define, restate, discuss, and explain the policies for scheduling, deadlocks, memory management, synchronization, system calls, and file systems. [ABET (a), (i), (j), (k)] Assessment: Students will take midterm exams, final exams, and homework.		*	*	*	*		
			CO:4 Describe and extrapolate the interactions among the various components of computing systems. [ABET (a), (i), (j), (k)] Assessment: Students will take midterm exams, final exams, and homework		*	*		*		

			CO:5 Design and construct the following OS components: System calls, Schedulers, Memory management systems, Virtual Memory and Paging systems. [ABET (a), (c), (i), (j), (k)] Assessment: Students will design and implement the above OS components within NACHOS with C++.		*	*	*	*		
			CO:6 Illustrate, construct, compose and design solutions via C/C++ programs, and through NACHOS. [ABET (a), (c), (i), (j), (k)] Assessment: Students will design and implement the above OS components within NACHOS		*	*	*	*		
			CO:7 Measure, evaluate, and compare OS components through instrumentation for performance analysis. [ABET (b), (j)] Assessments: (1) Students will run experimentson their own implemented OS components and the components provided by NACHOS and (2) Students will perform scientific analysis on the performance of the components and are asked to submit a short paper on their experimental results.		*	*	*	*		
	19111SEC01L	Package Lab I (Microsoft office)	1. Recognize when to use each of the Microsoft Office programs to create professional and academic documents.		*	*		*		
			2. Use Microsoft Office programs to create personal, academic and business documents following current professional and/or industry standards.		*	*	*	*		
			3. Apply skills and concepts for basic use of computer hardware, software, networks, and the Internet in the workplace and in future coursework as identified by the internationally accepted Internet and Computing Core (IC3) standards.		*	*	*	*		

	19111SEC01L	Communicative English Lab-I	CO:1 Learn grammar.	*	*					
			CO:2 Enrich vocabulary	*	*					
			CO:3 Understand the process of communication	*	*					
			CO:4 Develop listening skill	*	*					
	191INDCONS	Indian Constitution	CO:1 Democratic values and citizenship Trainingare gained.	*	*					
			CO:2 Awareness on Fundamental Rights are established	*	*					
			CO:3 Learn the functions of union and State Governments	*	*					
			CO:4 In the power and functions of the Judiciary	*	*					
			CO:5 Understand the structure and compositionof Indian Constitution	*	*					
			Co:6 Understand and analyse federalism inthe Indian contex	*	*					
			CO:7 Analyse Panchayathi Raj institutions as a medium of decentralization	*	*					
II	19110AEC21	Tamil II	CO:1 Know what devotion really is.	*	*					
			CO:2 Know the fruitfulness obtained through devotion.	*	*					
			CO:3 Perceive the progress achieved in the society through devotion.	*	*					
	19111AEC21	Advanced English-II	CO:1 Develop technological skill.	*	*					
			CO:2 Able to write in a variety of formats	*	*					
			CO:3 Read biographies and develop personality	*	*					
	19111AEC22	English-II	CO:1 Appreciate different forms of literature	*	*					
			Co:2 Acquire language skills through literature	*	*					
			Co:3 Broadens the horizon of knowledge	*	*					
	19198SEC23	Partnership Accounting	CO:1 familiarize the concept of Branch account and its system		*	*	*		*	
			CO:2 understand the Scope of departmental accounting		*	*	*		*	

			CO:3 Appreciate the need for negotiable instruments and procedure of accounting for bills honoured and dishonoured		*	*	*		*	
			CO:4 Differentiate Trade bills from Accommodation Bills		*	*	*		*	
			CO:5 Understand the concept of Consignment and learn the accounting treatment of the various aspects of consignment		*	*	*		*	
			CO:6 Distinguish Joint Venture and Partnershipand to learn the methods of maintaining records under Joint Venture		*	*	*		*	
			CO:7 Understand the meaning and features of Non-Profit Organisations		*	*	*		*	
			CO:8 Learn to prepare Receipts & Payment Account, Income & Expenditure Account and Balance Sheet for Non-Profit Organizations		*	*	*		*	
	19198SEC24	Business Law	CO:1 Explain the concepts in business laws with respect to foreign trade		*			*		
			CO:2 Apply the global business laws to current business environment		*			*		
			CO:3 Demonstrate an understanding of the Legal Environment of Business.		*			*		
			CO:4 Communicate effectively using standard business and legal terminology.		*			*		
			CO:5 Demonstrate recognition of the requirements of the contract agreement		*			*		
			CO:6 Identify contract remedies		*			*		
			CO:7nderstand the various provisions of Company Law		*			*		
	19198AEC25	Programming in C	CO:1 Understanding a functional hierarchical code organization.		*			*	*	
			CO:2Ability to define and manage data structures based on problem subject domain.		*			*	*	
			CO:3 Understanding a concept of object thinking within the framework of functional model.		*			*	*	

			CO:4 Understanding a concept of functional hierarchical code organization.		*			*	*	
			CO:5 • Understand operators, expressions and preprocessors.		*			*	*	
			CO:6 Understand arrays , it's declaration anduses.		*			*	*	
	19198AEC26L	Programming in C Lab	CO: 1 Develop their programming skills.		*			*	*	
			CO:2 Declaration of variables and constants		*			*	*	
			CO:3 3. Be familiar with programming environment with C Program structure.		*			*	*	
			CO:4 Ability to work with textual information, characters and strings.		*			*	*	
			CO:5Understanding a defensive programming concept. Ability to handle possible errors during program execution		*			*	*	
	19111SEC02L	Package Lab II (power point)	CO:1. Identify the names and functions of the PowerPoint interface.		*	*		*		
			CO:2. Create, edit, save, and print presentations.		*	*		*		
			CO:3. Format presentations.		*	*		*		
			CO:4. Add a graphic to a presentation.		*	*		*		
			CO:5. Create and manipulate simple slide shows with outlines and notes.		*	*		*		
			CO:6. Create slide presentations that include text, graphics, animation, and transitions.		*	*		*		
	19111SEC02L	Communicative English Lab-II	CO:1 Learn grammar.	*	*					
			CO:2 Use a variety of reading strategies	*	*					
			CO:3 Enhance the skill of making grammatically correct sentences.	*	*					
			Co:4 Develop listening skill	*	*					
	19198RLC27	Research Led seminar	CO:1 Know the emerging areas in research	*	*					
			CO:2 learning experiences of students subject to research led teaching		*				*	

			CO:3 The institutional and organisation issues surrounding such learning environments		*				*	
			CO:4 The development of such teaching on the disciplinary (subject-based) requirements of curricula design		*				*	
			CO:5 The opportunity to develop high level transferable skills		*				*	
			CO:6 The possibility of a constructive alignment between the learning, teaching and assessment ofthe modules		*				*	
III	19110AEC31	Tamil III	CO:1 Achieve one's goal by following the ancestral path	*	*					
			CO:2 Learn to lead life of perfection by realizingthe uncertainty in the life	*	*					
			CO:3 Attain happiness through honesty	*	*					
	19111AEC31	Advanced English-III	CO:1 Understand phonetics.	*	*					
			CO:2 Develop writing skill	*	*					
			CO:3 Able to develop creative writing	*	*					
	19111AEC32	English-III	CO:1 Enable to appreciate different types of prose	*	*					
			CO:2 Develop the conversational skills through one-act plays	*	*					
			CO:3 Enhance the skill of making grammatically correct sentences.	*	*					
	19198SEC33	Cost Accounting	CO:1 Understand various costing systems and management systems		*	*			*	
			CO:2 Analyse and provide recommendations to improve the operations of organisations		*	*			*	
			CO:3 Imbibe conceptual knowledge of cost accounting.		*	*			*	
			CO:4 Understand the significance of cost accounting in the modern economic environment		*	*			*	
			CO:5 Select the costs according to their impact on business		*	*			*	

			CO:6 Apply cost accounting methods to evaluate and project business performance		*	*			*	
	19198SEC34	Banking Theory law and Practices	CO:1 Understanding of Banking Channels and Payments		*	*		*		
			CO:2 Practices on Banking Technology		*	*		*		
			CO:3 Understanding of Core Banking		*	*		*		
			CO:4 To gather knowledge on banking and financial system in India		*	*		*		
			CO:5 Understand better customer relationship		*	*		*		
			CO:6 To create awareness about modern banking services like e-banking, m-banking and internet banking		*	*		*		
	19198AEC35	Programming in C++	CO:1 To know the proper lines of C++, Encapsulation, Inheritance and Polymorphism.		*		*	*		
			CO:2 To explain the various data types, operations and functions of C++.		*		*	*		
			CO:3 To know the concept of constructors and destructors.		*		*	*		
			CO:4 To explain the concept of inheritances, types of inheritance and polymorphism, virtual Functions.		*			*		
			CO:5 To explain the types of streams, format and format of input and output operations.		*			*		
			CO:6 To Known the procedural and object oriented paradigmwith concepts of streams, classes, functions, data and objects.		*		*	*		
	19198AEC36L	Programming in C++ Lab	CO:1 It provides a clear modular structure for programs which makes it good for defining abstract datatypes in which implementation details are hidden.							
			CO:2 More effort is put into the object-oriented analysis and design, which lowers the overall cost of development.		*		*	*		

			Co:3 Able to understand to write the program byusing oops.		*		*	*		
			CO:4 Acquire the knowledge about extendingthe classes and objects.		*		*	*		
			CO:5 Able to develop the inheritance program.		*		*	*		
	19198RMC37	Research Methodology	CO:1 Able to carry out independent literature survey corresponding to the specific publicationtype and assess basic literary research tools.		*				*	
			CO:2 familiarize participants with basic of research and the research process.		*				*	
			CO:3 enable the participants in conducting research work and formulating research synopsis and report.		*				*	
			CO:4 Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.		*				*	
			CO:5 Have basic knowledge on qualitative research techniques		*				*	
			CO:6 Have adequate knowledge on measurement& scaling techniques as well as the quantitative data analysis		*				*	
			CO:7 Have basic awareness of data analysis-and hypothesis testing procedures		*				*	
	19111SEC03L	Package lab III (Microsoft excel)	CO:1. Indicate the names and functions of the Excel interface components.		*					
			CO:2. Enter and edit data.		*					
			CO:3. Format data and cells.		*					
			CO:4. Construct formulas, including the use of built-in functions, and relative and absolute references.		*	*	*		*	
			CO:5. Create and modify charts.		*					
			CO:6. Preview and print worksheets.		*					
	19111SEC03L	Communicative English Lab-III	CO:1 Learn grammar.	*	*					
			CO:2 Enhance their fluency in English	*	*					

			CO:3 Develop speaking and writing skills	*	*					
			CO:4 Develop individual perspectives that demonstrate critical thinking skills	*	*					
IV	19110AEC41	Tamil IV	CO:1 Realize how the ancient people changed their life style according to the ages	*	*					
			CO:2 Learn how to change one's lifestyle according to the needs of the future	*	*					
			CO:3 Accept the modern trends and its uses	*	*					
	19111AEC41	Advanced English-IV	CO:1 Develop writing skill.	*	*					
			CO:2 Comprehend and describe poems	*	*					
			CO:3 Learn interviewing skills	*	*					
	19111AEC42	English-IV	CO:1 Improve their ability to read and understand them	*	*					
			CO:2 Know the genius of Shakespeare	*	*					
			CO:3 Express in writing their views.	*	*					
	19198SEC43	Auditing	CO:1 Articulate knowledage of fundamental audit concepts		*	*			*	
			CO:2 Apply critical thinking skills and slove auditing Problems.		*	*			*	
			CO:3 Apply and demonstrate the accounting knowledge and skills in Auditing.		*	*			*	
			CO:4 Explain how analytical procedures are usedas an audit tool.		*	*			*	
			CO:5 Illustrate effective internal controls		*	*			*	
			CO:6 Apply ethical standards to issues in auditing		*	*			*	
	19198SEC44	Business Statistics	CO:1 Critically evaluate the underlying assumptions of analysis tools		*				*	
			CO:2 Solve a range of problems using the techniques covered		*				*	
			CO:3 Conduct basic statistical analysis of data.		*				*	

			CO:4 Understand basic statistical concepts suchas statistical collection, statistical series, tabular and graphical representation of data		*				*	
			CO:5 Calculate measures of central tendency, dispersion and asymmetry, correlation and regression analysis		*				*	
			CO:6 Choose a statistical method for solving practical problems		*				*	
	19198AEC45	Visual Basic Programming	CO:1 Students code visual programs by usingVisual Basic work environment.		*	*		*		
			CO:2 Distinguish and compose events andmethods.		*	*		*		
			CO:3 Distinguish and compose events andmethods.		*	*		*		
			CO:4 Recognize and arrange control structures.		*	*		*		
			CO:5 Understand development of applications.		*	*		*		
			CO:6 Identify sources for research and further develop a strategy for research using standard and electronic research toolsC		*	*		*		
	19198AEC46	Visual Basic Programming Lab	CO:1 Understand an overview of computers and computer programming.		*	*		*		
			CO:2 Understand Visual Basic applications.		*	*		*		
			CO:3 Understand how to perform operations and store results.		*	*		*		
			CO:4 Understand the concept of data-driven program execution flow control in Visual Basic programming		*	*		*		
			CO:5 Understand additional Visual Basic controls.		*	*		*		
			CO:6 Understand loops to do repetition.		*	*		*		
	19120SEC04A	Packages Lab-IV	CO:1 Examine database concepts and explorethe Microsoft Office Access environment.		*			*		
			CO:2. Design a simple database.		*			*		
			CO:3. Build a new database with related tables.		*			*		

			CO:4. Manage the data in a table.		*			*		
			CO:5. Query a database using different methods.		*			*		
			CO:6. Design a form.		*			*		
			CO:7. Generate a report.		*			*		
			CO:8. Import and export data.		*			*		
	19111SEC04L	Communicative English Lab-IV	CO:1 Learn grammar.	*	*					
			CO:2 Enable to express their views in conversation	*	*					
			CO:3 Develop soft skills	*	*					
			Co:4 ce presentation skills	*	*					
	191ENVTSTU	Environmental Studies	CO:1 Learn about environmental pollution.		*			*		
			CO:2 Familiarize with the social issues and the environment		*			*		
			CO:3 will be able to do independent research on human interactions with the environment.		*			*		
			CO:4 To recognize the physical, chemical, and biological components of the earth's systems and show how they function		*			*		
			CO:5 Analyze and evaluate ideological and philosophical approaches used to understand environmental relationships.		*			*		
			CO:6 Carry out an applied research project inthe natural sciences.		*			*		
V	19198SEC51	Corporate accounting	Co:1 Find out how can a company dissolve.		*	*			*	
			CO:2 Understand Mutual funds investments.		*	*			*	
			CO:3 Learn about Working format of companies.		*	*			*	
			CO:4Enabling the students to understand the features of Shares and Debentures		*	*			*	
			CO:5Develop an understanding about redemption of Shares and Debenture and its type		*	*			*	
			CO:6 Exposure to the company final accounts		*	*			*	
	19198SEC52	Business Economics	CO:1 Apply the concept of opportunity cost.		*				*	

			CO:2 understand the concepts of cost, nature of production and its relationship to Business operations.		*				*	
			CO:3 Apply Economic theories to business decision		*				*	
			CO:4 Use the theoretical concept of demand and supply analysis in practice		*				*	
			CO:5 Understand the cost concepts, theories ofprofit and business cycles		*				*	
			CO:6 Use different demand forecasting techniques and apply different pricing techniquesin business		*				*	
			CO:7 Understand the importance of Fiscal policy		*				*	
	19198SEC53	Financial Management	CO:1 Use business finance terms and concepts when communicating.		*			*	*	
			CO:2 Demonstrate a basic understanding of financial management.		*			*	*	
			CO:3 Provide introduction to Financial Management		*			*	*	
			CO:4 Create an awareness about capital structure and theories of capital structure		*			*	*	
			CO:5 Make them understand the cost of capitalin wide aspects		*			*	*	
			CO:6 Provide knowledge about dividend policies and various dividend models.		*			*	*	
	19161AEC54	Software Engineering	Co1:To identify, formulate, and solve complex engineering problems by applying principles of engineering, science, and mathematics		*	*			*	
			CO2 : To apply engineering design to produce solutions that meet specified needs with consideration of public health, safety, and welfare, as well as global, cultural, social, environmental, and economic factors		*	*		*		
			CO3 : An ability to communicate effectively witha range of audiences		*	*				

			CO4 :Analyze the importance of management information system and networking in a business.		*	*	*			
			CO5 : Be aware and perform various activities using computers in day to day life.		*	*	*			
	19198DSC55A	Investment Management	CO:1 The knowledge and skills to select and employ base level tools for financial analysis.		*	*	*			
			CO:2 The knowledge and skills to analyze companies for investment purposes.		*	*	*			
			CO:3 The knowledge and skills to develop portfolio strategies for individual and institutional investors.		*	*	*			
			CO:4 The knowledge and to operate ethically as investment management professionals.		*	*	*			
			CO:5 Understand the various alternatives available for investment.		*	*	*			
			CO:6 Gain knowledge of the various strategies followed by investment practitioners		*	*	*			
	19111BRC56	Participation in Bounded Research	CO:1 Do the allotted work in research		*				*	
			CO:2 Learn to do review of literature		*				*	
			CO:3 Demonstrate knowledge of research processes		*				*	
			CO:4 Perform literature reviews using print and online database		*				*	
			CO:5 Identify, explain, compare, and prepare thekey elements of a research proposal/report		*				*	
			CO:6 Describe sampling methods, measurement scales and instruments, and appropriate uses of each		*	*			*	
	191SEC05A	Package lab V	CO:1 Work with the Photoshop workspace		*	*				
			CO:2. Navigate images		*	*				
			CO:3. Resize and crop images		*	*				
			CO:4. Make and work with selections		*	*				

			CO:5. Create new layers and perform other basic layer functions		*	*				
			CO:6. Transform images		*	*				
	19111SEC05L	Communicative English Lab-V	CO:1 Develop corporate skills.	*	*					
			CO:2 Handle their day to day affairs well with their knowledge of language skills.	*	*					
VI	19161SEC61	Management Accounting	CO:1 Prepare analysis of various special decisions, using relevant costing and benefits		*		*		*	
			CO:2 More effective planning and control systems		*		*		*	
			CO:3 The students thought and knowledge on management Accounting		*		*		*	
			CO:4 Helps to give proper idea on financial statement analysis in practical point of view		*		*		*	
			CO:5 Introduce the concept of fund flow and cash flow statement		*		*		*	
			CO:6 Provide knowledge about budget control keeping in mind the scope of the concept		*		*		*	
			CO:7 Develop the know-how and concept of marginal costing with practical problems		*		*		*	
	19198SEC62	Income Tax Law & Practices	CO:1 File IT Return on individuals basis		*		*		*	
			CO:2 Compute the total Income and Define tax complicacies and structure.		*		*		*	
			CO:3 In order to familiarize the different know-how and heads of income with its components		*		*		*	
			CO:4 It helps to build an idea about income from house property as a concept		*		*		*	
			CO:5 It give more idea about the income from business or profession		*		*		*	
			CO:6 Make the students familiarizes with the concept of depreciation and its provisions		*		*		*	
	19198SEC63	Database Management System	CO:1 Understand database concepts and structures and query language		*	*		*		
			CO:2 Understand the E R model and relational model		*	*		*		

			CO:3 Understand Functional Dependency and Functional Decomposition.		*	*		*		
			CO:4 Apply various Normalization techniques		*	*		*		
			CO:5 Understand query processing and techniques involved in query optimization.		*	*		*		
			CO:6 Understand the principles of storage structure and recovery management.		*	*		*		
	19198DSC64A	E-Commerce	CO:1 Demonstrate an understanding of the foundations and importance of E-commerce		*		*			
			CO:2 Analyze the impact of E-commerce on business models and strategy		*		*			
			CO:3 Describe the infrastructure for E-commerce		*		*			
			CO:4 Discuss legal issues and privacy in E-Commerce		*		*			
			CO:5 Assess electronic payment systems		*		*			
			CO:6 Recognize and discuss global E-commerce issues		*		*			
	19198OEC	Banking Services	CO:1 To help to gather knowledge on banking and financial system in India		*		*			
			CO:2 To provide knowledge about commercial banks and its products		*		*			
			CO;3 Aim to familiarize banking system in India		*		*			
			CO:4 To enable them to understand better customer relationship		*		*			
			CO:5 To create awareness about modern banking services like e-banking,m-banking and internet banking, ATM System		*		*			
			CO:6 To introduce recent trends in banking system		*		*			
			CO:7 To make the student understand the basic concept of banking and financial institutions and expose various types of risk based by banks		*		*			
	19198PRW66	Project Work	CO:1 Develop plans with relevant people to achieve the project's goals		*				*	

			CO:2 Break work down into tasks and determine handover procedures		*				*	
			CO:3 Identify links and dependencies, and schedule to achieve deliverables		*				*	
			CO:4 Estimate and cost the human and physical resources required, and make plans to obtain the necessary resources		*				*	
			CO:5 Allocate roles with clear lines of responsibility and accountability.		*				*	
			CO:6 Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis		*				*	
	191SBE06L	Package lab VI	CO:1. Learn to create animated graphics add sound and interactivity.		*	*		*		
			CO:2. Can develop Website		*	*		*		
			CO:3. CD based presentations		*	*		*		
	19111SEC06L	Communicative English Lab-VI	CO:1 Get a job	*	*		*			
			CO:2 Apply study skills	*	*					
			CO:3 Widen creative thinking	*	*					
			CO:4 Be a good team worker	*	*					
			CO:5 Make them proficient in English	*	*					

M.Com (2019 Regulations)

Sem	Course Code	Title of the Course	COs	POS						
				PO1	PO2	PO3	PO4	PO5	PO6	PO7
I	19261SEC11	Marketing Research and Consumer Behaviour	CO:1 This specialization lays the neccessary groundwork for an overall successful marketing strategy	*	*				*	
			CO:2knowledge required to understand the stateof your product before approaching the market strategy	*	*				*	

HOD,
Department of Commerce
Ponnaiyah Ramajayam Institute of
Science & Technology (PRIST),
Declared as DEEMED TO BE UNIVERSITY

DEAN
School of Commerce and Management
Ponnaiyah Ramajayam Institute of
Science & Technology (PRIST)
THANJAVUR-613 403.

			CO:3Interpret development of marketing research	*	*				*	
			CO:4 Identify the major influences in Consumer Behaviour	*	*				*	
			CO:5theory of Consumer behaviour and relates itto the practice of marketing.	*	*				*	
			CO: 6 Demonstrate how knowledge of consumer behaviour can be applied to marketing.	*	*				*	
	19261SEC12	Human Resource Management	CO:1 Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes	*	*			*		
			CO:2Develop, implement, and evaluate employee orientation, training, and development programs.	*	*			*		
			CO:3Understanding of the basic concepts,functions and processes of HRM	*	*			*		
			CO:4 develop a selection and interviewing program	*	*			*		
			CO:5 know formalize, Design and evaluate various Recruitment and Placement policies.	*	*			*		
			CO:6 Use methods of of collecting job analysis information.	*	*			*		
	19261SEC13	Services Marketing	CO:1 Focuses on services, service design, and service innovation, with the aim of developing empathy for customers and understanding the customer experience	*	*			*	*	
			CO:2 strategies that support broader marketing decisions.	*	*			*		
			CO:3 Develop an understanding of the role of relationship marketing and customer service	*	*			*		

			CO:4 Demonstrate a knowledge of the extended marketing mix for services.	*	*			*	*	
			CO:5 Exhibit the capability to work effectively within a team environment.	*	*			*		
			CO:6Develop and Justify marketing planning and Control Systems.	*	*			*		
	19261SEC14	Advanced Cost Management	CO:1 Study of decision making and performance evaluation techniques in management accounting	*	*					
			CO:2 Understand decision making and performance evaluation techniques in management accounting.	*	*	*	*			
			CO:3 In modern competitive business environment, suitable business decision making is very crucial	*	*	*				
			CO:4 Identify relevant information for decision making purposes in order to produce financial analyses for a range of decisions such as product-mix, pricing, outsourcing and special orders.	*	*	*	*			
			CO:5 Use standard costs to prepare budgets for planning and control purposes.	*	*	*	*			
			CO:6 Understand the principles of standard costing.	*	*	*	*			
	19261DSC15B	Oranizational Behaviour	CO:1xamine the differences and similarities between leadership, power, and management	*	*			*		
			CO:2 impact that a company's structure and design can have on its organizational behavior	*	*			*		
			CO:3 impact of culture on organizational behavior	*	*			*		
			CO:4 Analyze management issues as related to organizational behavior	*	*			*		
			CO:5Examine challenges of effective organizational communication	*	*			*		
			CO:6 Evaluate ethical issues as related to organizational behavior	*	*			*		
	19261RLS16	Research Led Seminar	CO:1 Develop skills in data collection and complex analysis					*		

			CO:2 Clarify terminology and approaches to different facets of research-based teaching	*	*					
			CO:3 Explore good practices in institution- driven, strategic approaches on how to integrate research and education missions	*	*					
			CO:4 Generate ideas on how to build the capacity of faculty members to implement researchbased teaching	*	*					
			CO:5 create a research-based learning environment	*	*					
			CO:6 Analyse national frameworks, policies and funding	*	*					
ii	19261SEC21	Quantitative Techniques for Decision Making	CO:1 Employ basic statistical methods to decision making	*	*					
			CO:2 Understand how to apply basic models and theories in business	*	*		*			
			CO:3 Solve management problems effectively	*	*		*			
			CO:4 Use software tools to model decision problems.	*	*					
			CO:5 Clearly identify an otherwise unstructured business problem and its components	*	*		*			
			CO:6 Employ effective techniques for addressing the major challenges presented	*	*					
			CO:7 Provide a solution to the decision process	*	*		*			
	19261SEC22	Total Quality Management	CO:1 Given a product or a service type, the student manager will be able to enumerate and justify the dimensions of product quality or service quality for the same	*	*			*		
			CO:2 Given the quality gurus (Deming/ Juran/ Taguchi/ Crosby), the student manager will be able to justify their philosophies/ contributions in Quality Management.	*	*			*		
			CO:3 Given a quality problem/ failure mode, the student manager will be able to identify causes	*	*			*		

			and sub causes of the effect/ problem draw andjustify Ishikawa Diagram.							
			CO:4 For a given type of organization, the student manager will be able to enlist and justify the four levels of benchmarking and/ or enlist and brief seven step benchmarking model	*	*			*		
			CO:5 The student manager will be able to differentiate between common and special causeof variation and/ or differentiate between attributes and variables and/ or construct and write formulae for control charts for variables and attributes.	*	*			*		
			CO:6 Critically appraise the organisational, communication and teamwork requirements for effective quality management	*	*			*		
	19261SEC23	Advanced Management Accounting	CO:1 Activity based approaches to management and cost analysis	*	*	*	*			
			CO:2 Analysis of common costs in manufacturing and service industry	*	*	*	*			
			CO:3 Techniques for profit improvement, cost reduction, and value analysis	*	*	*	*			
			CO:4 Throughput accounting	*	*	*				
			CO:5 Target costing; cost ascertainment and pricing of products and services	*	*	*	*			
			CO:6 Pricing Decisions	*	*	*	*			
			CO:7 Budgets and Budgetary Control	*	*	*	*			
			CO:8 Evolution of standards, continuous - improvement; keeping standards meaningful and relevant; variance analysis	*	*	*	*			
			CO:6 Distinguish Joint Venture and Partnership and to learn the methods of maintaining records under Joint Venture	*	*	*	*			
			CO:7 Understand the meaning and features of Non-Profit Organisations	*	*	*				

			CO:8 Learn to prepare Receipts & Payment Account, Income & Expenditure Account and Balance Sheet for Non-Profit Organizations	*	*	*	*			
	19261SEC24B	Retail Management	CO:1 The role that retailing plays in the distribution component of the marketing mix	*	*			*		
			CO:2 Understanding of the concept of social responsibility and the role it plays in retailin	*	*			*		
			CO:3 Aware of the moral and ethical dilemmas that face the retailing industry in today's business environment	*	*			*		
			CO:4 Development and understanding of implementing a retail strategy.	*	*			*		
			CO: 5 Understanding of the increased use of technology in the field of retailing	*	*			*		
			CO:6 Identify key roles within retail businesses	*	*			*		
	19261RMC25	Research Methodology	CO:1 Demonstrate knowledge of research processes (reading, evaluating, and developing)	*	*		*			
			CO:2 Perform literature reviews using print and online databases	*	*		*			
			CO:3 Identify, explain, compare, and prepare thekey elements of a research proposal/report	*	*		*			
			CO:4 Select and define appropriate research problem and parameters	*	*		*			
			CO:5 Prepare a project proposal (to undertake a project)	*	*		*			
			CO:6 Understand some basic concepts of research and its methodologies	*	*		*			
	19261BRC26	Participation in Bounded Research	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:3Have 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	*	*		*			
			CO:5 knowledge for enabling students to develop data analytics skills and meaningful interpretation to the data sets so as to solve the business/Research problem.	*	*		*			
			CO:6 Describe sampling methods, measurement scales and instruments, and appropriate uses of each	*	*		*			
III	19261SEC31	Project planning and Control	CO:1 Understand the How Subcontract Administration and Control are practiced in the Industry.	*	*			*		
			CO:2 Understand the contract management, Project Procurement, Service level Agreements and productivity	*	*			*		
			CO:3 Apply the risk management plan and analyse the role of stakeholders.	*	*			*		
			CO:4 Analyze the learning and understand techniques for Project planning, scheduling and Execution Control.	*	*		*			
			CO:5 Understand the conceptual clarity about project organization	*	*			*		
			CO:6 Understand project characteristics and various stages of a project	*	*		*			
	19261SEC32	Advanced Corporate Accounting	CO:1 Critically analyse both older and newer MA methods and their effects in organisations	*	*	*	*			
			CO:2 knowledge and understanding about MA issues, including its problems and difficulties	*	*	*	*			
			CO:3 Part in the design and use of the management accounting system in organisations	*	*	*	*			
			CO:4 Updated concerning the more recent development in MA and the emergence of new methods	*	*	*	*			
			CO:5 More advanced level compared to the basic knowledge acquired on the Bachelor level	*	*	*	*			
			CO:6 Exposure to the company final accounts	*	*	*	*			

	19261DSC34B	Indian Financial System	CO:1 Knowledge, understanding and skills in the area of international financial relations and tolls for its implementation	*	*	*			*	
			CO:2 Knowledge and understanding of characteristics, activities, principles and specificsof international financial relations	*	*				*	
			CO:3 Ability to summarize and critically evaluate results obtained by researchers in the field of international financial relations	*	*				*	
			CO:4 Ability to analyse and use various sources of information and data in the field and make assessment	*	*				*	
			CO:5 Use methods in the field of international finance in practice;	*	*				*	
			CO:6 Economic essence and currency classifications: the concept of currency and its basic classification; characteristics of currencies.	*	*				*	
	19261OEC	Financial Services	CO:1 To introduces meaning and functions of Financial Intermediaries	*	*	*				
			CO:2 To understand the role of merchant bankqnd its services	*	*	*				
			CO:3 To provide information regarding management of mutual funds and Regulations	*	*	*				
			CO:4 To understand the role and functions offinancial services Marketing	*	*	*			*	
			CO:5 To know the structure and types of debt Instruments	*	*	*				
			CO:6 To realize Foreign Exchange Market	*	*	*			*	
	19261SRC36	Scaffold Research (Societal Project)	CO:1 to help students manage individual or team projects.	*	*			*		
			CO:2 Begin project-planning with a specific audience with a specific and pressing concern	*	*			*		
			CO:3 Let students design their own projects. Or require that projects iterate or counter existing cultural trends and patterns or that address	*	*			*		

			compelling social concerns (e.g.technology addiction).							
			CO:4 Use concept-mapping before, during, and after the project is completed.	*	*			*		
			CO:5Give students the opportunities to use their specific gifts, skills, and backgrounds in completing the project.	*	*			*		
			CO:6 Help students brainstorm the opportunities for creative risk-taking at the beginning of a project.	*	*			*		
IV	19261SEC41	Income Tax Law and Tax Planning	CO:1 File IT Return on individuals basis	*	*		*			
			CO:2 Compute the total Income and Define tax complicacies and structure.	*	*		*			
			CO:3 In order to familiarize the different know-how and heads of income with its components	*	*		*			
			CO:4 It helps to build an idea about income from house property as a concept	*	*		*			
			CO:5 It give more idea about the income from business or profession	*	*		*			
			CO:6 Make the students familiarizes with the concept of depreciation and its provisions	*	*		*			
	19261SEC42	International Business	CO:1 Have developed an understanding of major issues related to international Business	*	*				*	
			CO:2 Have developed skills in researching and analyzing trends in global markets and in modern marketing practice	*	*				*	
			CO:3 An organization's ability to enter and compete in international markets.	*	*				*	
			CO:4 Develop skills in researching and analyzing international Business opportunities	*	*				*	
			CO:5 Develop a high level of analytical skills and critical thinking in an international Business contex	*	*				*	
			CO:6 Explain the main institutions that shape the global marketplace;	*	*				*	

	19261SEC43	Co- Operation in India and Abroad	CO:1 Know about the company law in the Abroad.	*	*				*	
			CO:2 Understand the use of the memorandum of association and article of association in a company, they also learn from this course	*	*			*		
			CO:3 Develop Professionals in the filed of Co-operation, Co-operative law and Management.	*	*			*		
			CO:4 Promote qualified, Skilled and professional manpower to manage the affairs of the Cooperative Institutions.	*	*					
			CO:5 Enhance the Knowledge base of the in-service Personnel on the subject Co-operation, Co-operative law and Co-operative Management.	*	*			*		
			CO:6 Enable the in-service personnel to develop skills on Co-operative Management Techniques	*	*			*		
	19261DSC44B	International Financial Management	CO:1 Understand international capital and foreign exchange market.	*	*		*		*	
			CO:2 Identify and appraise investment opportunities in the international environment.	*	*				*	
			CO:3 Identify risk relating to exchange rate fluctuations and develop strategies to deal with them	*	*				*	
			CO:4 Identify and evaluate foreign direct investment and international acquisition opportunities	*	*				*	
			CO:5 Develop strategies to deal with other typesof country risks associated with foreign operations	*	*				*	
			CO:6 Express well considered opinion on issues relating to international financial management.	*	*	*			*	
	19261PRW45	Project Work	CO:1 Develop plans with relevant people to achieve the project's goals	*	*		*			
			CO:2 Break work down into tasks and determine handover procedures	*	*		*			
			CO:3 Identify links and dependencies, and schedule to achieve deliverables	*	*		*			

			CO:4 Estimate and cost the human and physical resources required, and make plans to obtain the necessary resources	*	*		*			
			CO:5 Allocate roles with clear lines of responsibility and accountability.	*	*		*			
			CO:6 Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis	*	*		*			

2019 M.Phil

Sem	Course Code	Title of the Course	COs	POS						
				PO1	PO2	PO3	PO4	PO5	PO6	PO7
I	193RMG11	Research Methodology	Able to carry out independent literature survey corresponding to the specific publication type and assess basic literary research tools.	*	*			*		*
			Familiarize participants with basic of researchand the research process.	*	*			*		*
			Enable the participants in conducting research work and formulating research synopsis and report.	*	*	*				*
			Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.	*	*	*	*			*
			Have basic knowledge on qualitative research techniques	*	*				*	*
			Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis		*	*	*			*
			Have basic awareness of data analysis-and hypothesis testing procedures	*	*			*		*
	193COC12		To help the students gain understanding of the functions and responsibilities of managers.	*	*			*		*

HOD,
Department of Commerce
Ponnaiyah Ramajayam Institute of
Science & Technology (PRIST),
Declared as DEEMED TO BE UNIVERSITY

DEAN
School of Commerce and Management
Ponnaiyah Ramajayam Institute of
Science & Technology (PRIST)
THANJAVUR - 613 403.

		Advanced Functional Management	To know various tools from accounting and cost accounting this would facilitate the decision making	*	*	*				*
			To explore the economics of information and network industries and to equip students with an understanding of how economics affect the business strategy of companies in these industries.	*	*	*	*			*
			To provide the students with an understanding of fundamental legal issues pertaining to the business world to enhance their ability to manage businesses effectively.	*	*				*	*
			To use statistical techniques for analysis of research data		*	*	*			*
			To gain a solid understanding of human behaviorin the workplace from an individual, group, and organizational perspective.	*	*			*		*
			To learn to study and design HRM system	*	*			*		*
			To understand the relationship between Operations & SCM and other business functions,such as Marketing, Finance, Accounting, and Human Resources.	*	*	*				*
	193COC13	Marketing Management	To introduce the concept of Marketing Mix as a framework for Marketing Decision making.	*	*	*	*			*
			To emphasize the need, importance and processof Marketing Planning and Control.	*	*				*	*
			To sensitize the students to the dynamic nature of Marketing Function.		*	*	*			*
			Understand fundamental marketing concepts, theories and principles in areas of marketing policy	*	*			*		*
			Apply the knowledge, concepts, tools necessary to understand challenges	*	*			*		*
			Understand the marketing concepts and its evolution	*	*	*				*

			The course helped the students to know the principles and Practices of Marketing Mix and Marketing Research.	*	*	*	*			*
	1923COC13	Human Resource Management	To understand the role of HRM in an organization	*	*				*	*
			To learn to gain competitive advantage through people		*	*	*			*
			To learn to study and design HRM system	*	*			*		*
			Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes	*	*			*		*
			Develop, implement, and evaluate employee orientation, training, and development programs.	*	*	*				*
			Understanding of the basic concepts, functions and processes of HRM	*	*	*	*			*
	193RPE14	Financial Management	To understand various concepts related to financial management.	*	*				*	*
			To study in detail, various tools and techniques in the area of finance.		*	*	*			*
			To develop the analytical skills this would facilitate the decision making in Business situations.	*	*			*		*
			Create an awareness about capital structure and theories of capital structure	*	*			*		*
			Make them understand the cost of capital in wide aspects	*	*	*				*
			Provide knowledge about dividend policies and various dividend models.	*	*	*	*			*
			Enable them to understand working capital management	*	*				*	*

HOD,
Department of Commerce
Ponnaiyah Ramajayam Institute of
Science & Technology (PRIST,
Declared as DEEMED TO BE UNIVERSITY

DEAN
School of Commerce and Management
Ponnaiyah Ramajayam Institute of
Science & Technology (PRIST)
THANJAVUR - 613 403.