



PRIST
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UNIVERSITY
NAAC ACCREDITED
THANJAVUR – 613 403 - TAMILNADU

SCHOOL OF COMMERCE AND MANAGEMENT

DEPARTMENT OF COMMERCE

B.COM - 20UGCOMGE

PROGRAMME EDUCATIONAL OBJECTIVES – PEO

- PEO1- To be capable of making a positive contribution to the accountancy in public practices, Govt commerce and industry.
- PEO2- To be able to pursue research in their chosen field of marketing, finance and HR.
- PEO3 –To be able to demonstrate team spirits, skills and values continue to learn and adapt to change throughout their professional career .
- PEO4-Possess wide spectrum of managerial skills along with competency building qualities in specific areas of business studies.
- PEO5 -Excel in contemporary knowledge of business and developing inclination towards lifelong learning

B.COM PROGRAMME SPECIFIC OUTCOME-PSO

- PSO1-To build a strong foundation of knowledge in different areas of Commerce.
- PSO2-To develop the skill of applying concepts and techniques used in Commerce.
- PSO3- To develop an attitude for working effectively and efficiently in a business environment.
- PSO4-. To integrate knowledge, skill and attitude that will sustain an environment of learning and creativity among the students.

B.COM PROGRAMME OUTCOME-PO

PO1- To train them to communicate commerce by improving their English vocabulary, Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

PO2- Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

PO3- Elicit views of others, mediate disagreements and help reach conclusions in group settings. Demonstrate empathetic social concern and equity centered national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

Department of Commerce
Ponnaiyah Ramajayam Institute of
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PO4- The commerce and finance focused curriculum offers a number of specializations and practical exposures which would equip the student to face the modern-day challenges in commerce and business.

PO5- The all-inclusive outlook of the course offer a number of values based and job oriented courses ensures that students are trained into up-to-date. In advanced accounting courses beyond the introductory level, affective development will also progress to the valuing and organization levels.

PO6- This program could provide Industries, Banking Sectors, Insurance Companies, Financing companies, Transport Agencies, Warehousing etc., well trained professionals to meet the requirements.

M.COM -20PGCOMGE

PROGRAMME EDUCATIONAL OBJECTIVES – PEO

PEO1-To Make plan for the promotion and development of Industry

PEO2-To produce professional Mangers, Accountants and innovative Businessman

PEO3-To act as good manager and have a creative and helpful in problem solving.

PEO4-To develop new ideas and applications to latest information technology and in the business and are able to implement these ideas in practice.

M.COM PROGRAMME SPECIFIC OUTCOME-PSO

PSO1-To inculcate the knowledge of business and the techniques of managing the business with special focus on marketing, Insurance and banking theory law and practices.

PSO2-To impart the knowledge basic accounting principles and the latest application oriented corporate accounting methods.

PSO3-To develop the decision making skill through costing methods and practical application of management accounting principles.

PSO4-To enhance the horizon of knowledge in various field of commerce through advertising and sales promotion, auditing and entrepreneurial development.

M.COM PROGRAMME OUTCOME-PO

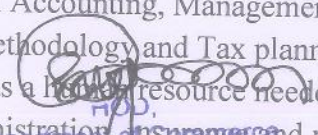
PO1-To acquaint a student with conventional as well as contemporary areas in the discipline of Commerce.

PO2- To enable a student well versed in national as well as international trends.

PO3-To enable the students for conducting business, accounting and auditing practices, role of regulatory bodies in corporate and financial sectors nature of various financial instruments.

PO4-To provide in-depth understanding of all core areas specifically Advanced Accounting, International Accounting, Management, Security Market Operations and Business Environment, Research Methodology and Tax planning.

PO5-Serve as a human resource needed for industry, consultancy, education, service, research, public administration, insurance and management.


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B.COM CA - 20UGCOMCA

PROGRAMME EDUCATIONAL OBJECTIVES – PEO

PEO1: To provide in depth knowledge in Commerce and Computer Application courses.

PEO2: To provide a strong foundation for higher education.

PEO3: To train the students in the application of computers in various business operations.

PEO4: To nurture the students with the intellectual, personal and societal skills for an holistic education.

PEO5: To inculcate initiative in students for better industry acceptance with necessary skills.

B.COM CA PROGRAMME SPECIFIC OUTCOME-PSO

PSO1: Graduates will gain a strong foundation of knowledge in different areas of Commerce and Computer Application courses.

PSO2: Graduates will be able to do pursue higher education and take-up jobs in the field of Commerce and Computer Applications.

PSO3: To develop an attitude for working effectively and efficiently in a business environment

B.COM CA PROGRAMME OUTCOME-PO

PO1: To train them to communicate commerce by improving their English vocabulary, Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

PO2: Graduates will be able to develop strong understanding of core Commerce and Computer Application courses.

PO3: Able to take up challenging career options in Commerce and IT sector.

PO4: Gain updated knowledge to take up employment.

PO5: Become ethically and socially responsible commerce graduates with computer application knowledge.

PO6: Apply the knowledge of mathematics, Social science, accounting fundamentals, and computer specialization to the solution of complex accounting & management problems.

M.PHIL -20PHCOMGE

PROGRAMME EDUCATIONAL OBJECTIVES – PEO

PEO1- Research Scholars will be capable of making a positive contribution to commerce, trade and industry in the national and global context.

PEO2- They will be able to apply frameworks and tools to arrive at informed decisions in profession and practice and to strike a balance between business and social dimensions.

PEO3 – They are capable to recognize the need for adapting to change and have the aptitude and ability to engage in independent and life – long learning in the broadest context of socio-economic, technological and global change.

PEO4- They gain expertize Skill to Act as administrators in public, private and government organizations or business establishments or entrepreneurs with further training and education

PEO5- They will identify and Pursue further researches for doctoral Programme.

PEO6- They are capable to work as a lecturer in where is colleges and universities

M.PHIL PROGRAMME SPECIFIC OUTCOME-PSO

PSO1- Capable to carry out Quality Research independently

PSO2- Able to understand subjects clearly and communicate effectively making them ideal choice for occupying academic positions

PSO3-Pursue Ph.D programme with norms of scholarly research that chip into the augmentation of students personal and professional development

PSO4- Acquire in-depth knowledge of the process of developing new materials as well as gain expertise of well-defined area of research in Commerce.

M.PHIL PROGRAMME OUTCOME-PO

PO1- Infusing research flair among scholars by developing their research aptitude

PO2-Provide an extensive and in-depth knowledge on subject of specialization

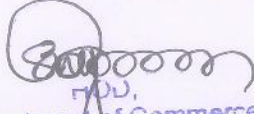
PO3- To inculcate problem solving and decision making skills necessary to execute their day to day professional & social responsibilities.

PO4- Prepare scholars for undertaking higher responsibilities in such areas as Financial Management, Human Resource Management, Marketing Management.

PO5- To sensitize about the emerging challenges and issues across the Globe in Trade and Commerce.

PO6- To make the students to develop a comprehensive idea of commerce and trade

PO7-Provide training required for undertaking research in commerce


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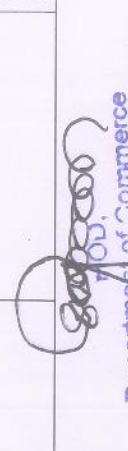
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B.Com Commerce (2020 Regulations)

Sem	Course Code	Title of the Course	COs	POS						
				PO1	PO2	PO3	PO4	PO5	PO6	
I	20110AEC11	Tamil-I	CO:1 Learn the changes occurred in literatures in classical period.	*	*					
			CO:2 Make use of vocabulary systematically.	*						
			CO:3 Understand how to lead one's life realizing the modernity and its environment/atmosphere.	*	*	*				
	20111AEC11	Advanced English-I	CO:1 Develop vocabulary	*	*					
			CO:2 Learn to edit and do proof reading	*	*					
			CO:3 Read and comprehend literature	*	*	*				
	20111AEC12	English-I	CO:1 Read and comprehend literature	*	*	*				
			CO:2 Appreciate poetry and prose	*	*					
			CO:3 Familiarize students with fiction.	*	*	*				
	20161SEC13	Basic Accounting	CO:1 Understand the fundamental of financial accounting				*	*	*	*
			CO:2 Develop the modern market economy				*	*	*	*
			CO:3 Prepare the different kind of financial statement				*	*	*	*
			CO:4 Acquire conceptual knowledge of basic 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						*	*	*	*	


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20161SEC14	Business Environment	CO:1 Discuss the supply and demand theory and its impact on insurance			*	*	
		CO:2 outline how entities operate in the Business environment		*	*		
		CO:3 Explain the legal framework that regulates the 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					
20161AEC15	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 decision on product, price, promotion mix and distribution			*	*	*
20161AEC16	Business Economics	CO:1 Apply the concept of opportunity cost.			*	*	*
		CO:2 Understand the concept 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 of profit 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						*	*
	CO:1 Analyse Panchayathi Raj institutions as a medium of decentralization					*		
	CO:2 Awareness on Fundamental Rights are established					*		
2011INDCONS	CO:3 Learn the function of union and State Governments	Indian Constitution				*		
	CO:4 In the power and functions of the Judiciary					*		
	CO:5 Understand the structure and composition of Indian Constitution					*		
	Co:6 Understand and analyse federalism in the Indian context					*		
20110AEC21	CO:1 Know what devotion really is.	Tamil III		*				
20111AEC21	CO:2 Know the fruitfulness obtained through devotion.	Advanced English-II		*				
20111AEC22	CO:3 Perceive the progress achieved in the society through devotion.	English-II		*				
20161SEC23	CO:1 Develop technological skill.	Business Accounting		*			*	*
	CO:2 Able to write in a variety of formats			*			*	*
	CO:3 Read biographies and develop personality			*			*	*
	CO:1 Appreciate different forms of literature			*			*	*
	Co:2 Acquire language skills through literature			*			*	*
	Co:3 Broaden the horizon of knowledge			*			*	*
	CO:1 familiarize the concept of Branch account and its system						*	*
	CO:2 understand the Scope of departmental accounting						*	*

2016ISEC24	Ethics in Business	CO:3 Appreciate the need for negotiable instruments and procedure of accounting for bills honored and dishonored	*	*	*	*
		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 Partnership and 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	*	*	*	*
		CO:1 Understand, and evaluate various organizational influences affecting ethical decisions	*	*	*	*
		CO:2 Present and analyze ethical and moral issues	*	*	*	*
2016IAEC25	Business Statistics	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 Recognize how individual differences and cognitive barriers can influence ethical judgment.	*	*	*	*
		CO:7 Identify and prioritize personal values and apply those to making ethical decisions.	*	*	*	*
		CO:1 Critically evaluate the underlying assumption 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 statistical methods for solving practical problems				*	*	*
		CO:1 Understand the dynamics of marketing in business				*	*	*
		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 of Industrial Financial resources and the means to raise them				*	*	*
		CO:1 Know the emerging areas in research		*		*	*	*
		CO:2 Learning experiences of student subject to research led teaching				*	*	*
		CO:3 The institutional and organizational 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				*	*	*
20161AEC26	Business Organization and Management							
20111RLC27	Research Led seminar							

		CO:5 Make them understand the cost of capital in wide aspects			*	*
		CO:6 Provide knowledge about dividend policies and various dividend models.			*	*
		CO:7 Enable them to understand working capital management			*	*
		CO:1 Forecast a firm's future financing requirements			*	*
		CO:2 Design an optimal capital structure.			*	*
		CO:3 Give an idea about fundamental financial services and players in financial sectors			*	*
20161SEC53	Financial Services	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.			*	*
		CO1: Study the development of computers and their components in each stage.				*
		CO2: Develop an idea of software, programming language and operating system.	*			
20161AEC54	Computer Application in Business	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.			*	*
		CO:1 Know about the company law in the India.			*	*
20161DSC55A	Co-operative law and practices	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 field of Co-operation, Co-operative law and Management.			*	*

2016ISEC63	Entrepreneurship and small Business Management	Auditing	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		*	*	*	*
			CO:1 Articulate knowledge of fundamental audit concepts		*	*	*	*
			CO:2 Apply critical thinking skills and solve auditing Problems.		*	*	*	*
			CO:3 Apply and demonstrate the accounting knowledge and skills in Auditing.		*	*	*	*
			CO:4 Explain how analytical procedures are used as an audit tool.		*	*	*	*
			CO:5 Illustrate effective internal controls		*	*	*	*
2016IDS64A	Income Tax Law & Practices	Auditing	CO:6 Apply ethical standards to issues in auditing		*	*	*	*
			CO:1 File ITR return on individual basis		*	*	*	*
			CO:2 Compute the total Income and Define tax complications and structure.		*	*	*	*
			CO:3 In order to familiarize the different know-how and heads of income with its components		*	*	*	*
			CO:4 Help to build an idea about income from house property as a concept		*	*	*	*
			CO:5 Give more idea about the income from business or profession		*	*	*	*
			CO:6 Make the students familiarize with the concept of depreciation and its provisions		*	*	*	*
			CO:1 Greater Social support		*	*	*	*
			CO:2 More on-task behaviour		*	*	*	*
			CO:3 Develop Professionals in the field of Co-operation, Co-operative law and Management.		*	*	*	*
2016IDS64B	Cooperation Theory	Cooperation Theory	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		*	*	*	*
			CO:1 Articulate knowledge of fundamental audit concepts		*	*	*	*
			CO:2 Apply critical thinking skills and solve auditing Problems.		*	*	*	*
			CO:3 Apply and demonstrate the accounting knowledge and skills in Auditing.		*	*	*	*
			CO:4 Explain how analytical procedures are used as an audit tool.		*	*	*	*
			CO:5 Illustrate effective internal controls		*	*	*	*

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

B.Com CA(2020 Regulation)

SEM	Course Code	Title of the Course	COs	POS											
				PO1	PO2	PO3	PO4	PO5	PO6	PO7					
	20110AEC11	Tamil-I	<p>CO:1 Learn the changes occurred in literature since classical period.</p> <p>CO:2 Make use of vocabulary systematically.</p> <p>CO:3 Understand how to lead one's life realizing the modernity and its environment/ atmosphere.</p>	*	*	*	*	*	*	*	*	*			
	20111AEC11	Advanced English-I	<p>CO:1 Develop vocabulary</p> <p>CO:2 Learn to edit and do proof reading</p> <p>CO:3 Read and comprehend literature</p>	*	*	*	*	*	*	*	*	*	*		
	20111AEC12	English-I	<p>CO:1 Read and comprehend literature</p> <p>CO:2 Appreciate poetry and prose</p> <p>CO:3 Familiarize students with fiction.</p>	*	*	*	*	*	*	*	*	*	*		

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		CO:6 Know state policies, economic legislation, and economic reforms laid by the government	*	*	*	*	*	*	
		CO:1 Perform user support including identifying and implementing solutions to user requests.	*	*	*	*	*	*	
		CO:2 Analyze technical requirements to determine resource requirements and their impact; the solution will have an impact on an organization.	*	*	*	*	*	*	
		CO:3 Design, 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 maintain the currency of an operating system, network, database, and security needs.	*	*	*	*	*	*	
		CO:6 Identify and resolve technical problems using troubleshooting and research techniques.	*	*	*	*	*	*	
		Co:7 Analyze and select application and operating system settings to create an optimal user environment.	*	*	*	*	*	*	
		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	*	*	*	*	*	*	
20198AEC15	Information Technology								
20198AEC16	Operating System								

<p>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.</p>	*	*	*	*
<p>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.</p>	*	*	*	*
<p>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.</p>	*	*	*	*
<p>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++.</p>	*	*	*	*
<p>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.</p>	*	*	*	*
<p>CO:7 Measure, evaluate, and compare OS components through instrumentation for</p>	*	*	*	*

			CO:3 Perceive the progress achieved in the society through devotion.	*	*														
			CO:1 Develop technological skill.	*	*														
20111AEC21	Advanced English-II		CO:2 Able to write in a variety of formats	*	*														
			CO:3 Read biographies and develop personality	*	*														
			CO:1 Appreciate different forms of literature	*	*														
20111AEC22	English-II		Co:2 Acquire language skill through literature	*	*														
			Co:3 Broaden the horizon of knowledge	*	*														
			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	*	*					*	*								*
20198SEC23	Partnership Accounting		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 Partnership and 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	*	*	*	*	*	*	*	
		CO:1 Explain the concepts in business laws with respect to foreign trade	*				*			
		CO:2 Apply the global business law to current business environment	*				*			
		CO:3 Demonstrate an understanding of the Legal Environment of Business.	*				*			
20198SEC24	Business Law	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	*				*			
		CO:1 Understand a functional hierarchical code organization.	*				*		*	
20198AEC25	Programming in C	CO:2 Ability 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 and uses.	*			*		
		CO:1 Develop their programming skills.	*			*		
		CO:2 Declaration of variables and constants	*			*		
		CO:33. Befamiliar with programming environment with C Program structure.	*			*		
		CO:4 Ability to work with textual information, characters and strings.	*			*		
		CO:5 Understanding a defensive programming concept. Ability to handle possible errors during program execution	*			*		
		CO:1 Know the emerging areas in research	*			*		
		CO:2 learning experiences of student subject to research led teaching	*			*		
		CO:3 The institutional and organization 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	*			*		
20198AEC26L	Programming in C Lab							
20198RLC27	Research Led seminar							

			CO:6 The possibility of a constructive alignment between the learning, teaching and assessment of the modules	*	*	*	*	*	*
20110AEC31	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	*	*	*	*	*	*
			CO:1 Understand phonetics.	*	*	*	*	*	*
20111AEC31	Advanced English-III		CO:2 Develop writing skill	*	*	*	*	*	*
			CO:3 Able to develop creative writing	*	*	*	*	*	*
			CO:1 Enable to appreciate different types of prose	*	*	*	*	*	*
20111AEC32	English-III		CO:2 Develop the conversational skill through one-act plays	*	*	*	*	*	*
			CO:3 Enhance the skill of making grammatically correct sentences.	*	*	*	*	*	*
			CO:1 Understand various costing systems and management systems	*	*	*	*	*	*
20198SEC33	Cost Accounting		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 method to evaluate and project business performance	*	*	*	*	*	*	*
		CO:1 Understanding of Banking Channels and Payments	*	*	*	*	*	*	*
		CO:2 Practices on Banking Technology	*	*	*	*	*	*	*
		CO:3 Understanding of Core Banking	*	*	*	*	*	*	*
20198SEC34	Banking Theory Law and Practices	CO:4 Together 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	*	*	*	*	*	*	*
		CO:1 To know the proper lines of C++, Encapsulation, Inheritance and Polymorphism.	*	*	*	*	*	*	*
20198AEC35	Programming in C++	CO:2 To explain the various data types, operations and functions of C++.	*	*	*	*	*	*	*
		CO:3 To know the concept of constructors and destructors.	*	*	*	*	*	*	*

		<p>CO:4 To explain the concept of inheritance, types of inheritance and polymorphism, virtual Functions.</p> <p>CO:5 To explain the types of streams, format and format of input and output operations.</p> <p>CO:6 To know the procedural and object oriented paradigm with concepts of streams, classes, functions, data and objects.</p>	*		*			
20198AEC36L	Programming in C++ Lab	<p>CO:1 It provides a clear modular structure for programs which makes it good for defining abstract data types in which implementation details are hidden.</p> <p>CO:2 More effort is put into the object-oriented analysis and design, which lowers the overall cost of development.</p> <p>Co:3 Able to understand and write the program by using oops.</p> <p>CO:4 Acquire the knowledge about extending the classes and objects.</p> <p>CO:5 Able to develop the inheritance program.</p>	*		*			
20198RMC37	Research Methodology	<p>CO:1 Able to carry out independent literature survey corresponding to the specific publication type and assess basic literary research tools.</p> <p>CO:2 familiarize participants with basic research and the research process.</p>	*		*			

20198AEC45	Visual Basic Programming	CO:1 Students code visual programs by using Visual Basic work environment.	*	*	*	*	*	*
		CO:2 Distinguish and compose events and methods.	*	*	*	*	*	*
		CO:3 Distinguish and compose events and methods.	*	*	*	*	*	*
		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 tools	*	*	*	*	*	*
20198AEC46	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 loop to do repetition.	*	*	*	*	*	*
201ENV7STU	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 in the natural sciences.	*				*	
		Co:1 Find out how a company can dissolve.	*		*		*	
		CO:2 Understand Mutual funds investments.	*		*		*	
		CO:3 Learn about Working format of companies.	*		*		*	
2019SEC51	Corporate accounting	CO:4 Enabling the student to understand the features of Shares and Debentures	*		*		*	
		CO:5 Develop an understanding about redemption of Shares and Debenture and its type	*		*		*	
		CO:6 Exposure to the company final accounts	*		*		*	
		CO:1 Apply the concept of opportunity cost.	*				*	
2019SEC52	Business Economics	CO:2 Understand the concept 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 of profit 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	*					*
		CO:1 Use business finance terms and concepts when communicating.	*				*	*
		CO:2 Demonstrate basic understanding of financial management.	*				*	*
		CO:3 Provide introduction to Financial Management	*				*	*
		CO:4 Create awareness about capital structure and theories of capital structure	*				*	*
		CO:5 Make them understand the cost of capital in wide aspects	*				*	*
		CO:6 Provide knowledge about dividend policies and various dividend models.	*				*	*
		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,	*				*	*
20198SEC53	Financial Management							
20161AEC54	Software Engineering							

			<p>CO:3 Demonstrate knowledge of research processes</p> <p>CO:4 Perform literature reviews using print and online database</p> <p>CO:5 Identify, explain, compare, and prepare the key elements of a research proposal/report</p> <p>CO:6 Describe sampling methods, measurement scales and instruments, and appropriate uses of each</p> <p>CO:1 Prepare analysis of various special decisions, using relevant costing and benefits</p> <p>CO:2 More effective planning and control systems</p> <p>CO:3 The student thought and knowledge on management Accounting</p> <p>CO:4 Helps to give proper idea on financial statement analysis in practical point of view</p> <p>CO:5 Introduce the concept of fund flow and cash flow statement</p> <p>CO:6 Provide knowledge about budget control keeping in mind the scope of the concept</p> <p>CO:7 Develop the know-how and concept of marginal costing with practical problems</p> <p>CO:1 File IT Return on individual's basis</p> <p>CO:2 Compute the total income and define tax complications and structure.</p>	*	*	*	*	*	*	*
	<p>201615EC61</p> <p>Management Accounting</p>			*	*	*	*	*	*	*
VI	<p>201985EC62</p> <p>Income Tax Law & Practices</p>			*	*	*	*	*	*	*

		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 gives more idea about the income from business or profession	*	*	*	*	*	
		CO:6 Make the students familiarize with the concept of depreciation and its provisions	*	*	*	*	*	
		CO:1 Understand database concepts and structures and query language	*	*	*	*	*	
		CO:2 Understand the ER 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.	*	*	*	*	*	
		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	*	*	*	*	*	
20198SEC63	Database Management System							
20198DSC64A	E-Commerce							

											*	*
											*	*
											*	*

M.Com(2020Regulations)

Sem	Course Code	Title of the Course	CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7
I	20261SEC11	Marketing Research and Consumer Behaviour	CO:1 This specialization lays the necessary groundwork for an overall successful marketing strategy CO:2 Knowledge required to understand the state of your product before approaching the market strategy CO:3 Interpret development of marketing research CO:4 Identify the major influences in Consumer Behaviour CO:5 theory of Consumer behaviour and relates it to the practice of marketing. CO:6 Demonstrate how knowledge of consumer behaviour can be applied to marketing.	*	*	*	*	*	*	*




DEAN

		CO:6 Evaluate ethical issues related to organizational behavior	*	*			*		
20261RLS16 Research Led Seminar		CO:1 Develop skills in data collection and complex analysis					*		
		CO:2 Clarify terminology and approach 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	*	*					
20261RLS16 Research Led Seminar		CO:4 Generate ideas on how to build the capacity of faculty members to implement research based teaching	*	*					
		CO:5 Create research-based learning environment	*	*					
		CO:6 Analyze national frameworks, policies and funding	*	*					
		CO:1 Employ basic statistical methods to decision making	*	*					
		CO:2 Understand how to apply basic models and theories in business	*	*				*	
20261SEC21 Quantitative Techniques for Decision Making		CO:3 Solve management problems effectively	*	*				*	
		CO:4 Use software tools to model decision problems.	*	*					
iii		CO:5 Clearly identify another unstructured business problem and its components	*	*				*	

		<p style="text-align: center;">Total Quality Management</p> <p style="text-align: center;">20261SEC22</p>	<p>CO:6 Employ effective techniques for addressing the major challenges presented</p> <p>CO:7 Provide a solution to the decision process</p> <p>CO:1 Given a product or service type, the student manager will be able to enumerate and justify the dimension of product quality or service quality for the same</p> <p>CO:2 Given the quality gurus (Deming/ Juran/ Taguchi/ Crosby), the student manager will be able to justify their philosophies/contributions in Quality Management.</p> <p>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 and justify Ishikawa Diagram.</p> <p>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</p> <p>CO:5 The student manager will be able to differentiate between common and special cause of variation and/ or differentiate between attributes and variables and/ or construct and write formulae for control charts for variables and attributes.</p> <p>CO:6 Critically appraise the organisational, communication and teamwork requirements for effective quality management</p>	*	*	*	*	*	*	

		<p>CO:2 Understanding of the concept of social responsibility and the role it plays in retail in</p> <p>CO:3 Awareness of the moral and ethical dilemmas that face the retailing industry in today's business environment</p> <p>CO:4 Development and understanding of implementing a retail strategy.</p> <p>CO:5 Understanding of the increased use of technology in the field of retailing</p> <p>CO:6 Identify key roles within retail businesses</p>	*	*	*	*	*	*	*	*	*	*	*	*	
20261RMC25	Research Methodology	<p>CO:1 Demonstrate knowledge of research processes (reading, evaluating, and developing)</p> <p>CO:2 Perform literature reviews using print and online databases</p> <p>CO:3 Identify, explain, compare, and prepare the key elements of a research proposal/report</p> <p>CO:4 Select and define appropriate research problem and parameters</p> <p>CO:5 Prepare project proposal (to undertake a project)</p> <p>CO:6 Understand some basic concepts of research and its methodologies</p>	*	*	*	*	*	*	*	*	*	*	*	*	
20261BRC26	Participation in Bounded Research	<p>CO:1 Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.</p>	*	*	*	*	*	*	*	*	*	*	*	*	


		CO:5 Understand the conceptual clarity about project organization	*	*			*		
		CO:6 Understand project characteristics and various stages of a project	*	*		*			
		CO:1 Critically analyze both holder and newer MA methods and their effects in organisations	*	*		*			
		CO:2 Knowledge and understanding about MA issues, including its problems and difficulties	*	*		*			
	Advanced Corporate Accounting	CO:3 Part in the design and use of the management accounting system in organisations	*	*		*			
20261SEC32		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	*	*		*			
		CO:1 Knowledge, understanding and skills in the area of international financial relations and tools for its implementation	*	*		*			
	Indian Financial System	CO:2 Knowledge and understanding of characteristics, activities, principles and specific of international financial relations	*	*		*			
20261DSC34B		CO:3 Ability to summarize and critically evaluate results obtained by researchers in the field of international financial relations	*	*		*			


		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:5	Give 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.	*	*	*	*			*
	CO:1	File IT Return on individual's basis	*	*	*	*			
	CO:2	Compute the total income and Define tax complications and structure.	*	*	*	*			
	CO:3	In order to familiarize the different know-how and heads of income with its components	*	*	*	*			
	CO:4	Help to build an idea about income from house property as a concept	*	*	*	*			
	CO:5	Give more idea about the income from business or profession	*	*	*	*			
	CO:6	Make the students familiarize with the concept of depreciation and its provisions	*	*	*	*			
	CO:1	Have developed an understanding of major issues related to international Business	*	*	*	*			*
	20261SEC41	Income Tax Law and Tax Planning							
	20261SEC42	International Business							

		<p>CO:2 Have developed skills in researching and analyzing trends in global markets and in modern marketing practice</p> <p>CO:3 An organization's ability to enter and compete in international markets.</p> <p>CO:4 Develop skills in researching and analyzing international Business opportunities</p> <p>CO:5 Develop a high level of analytical skills and critical thinking in an international Business context</p> <p>CO:6 Explain the main institutions that shape the global marketplace;</p>	*	*	*	*
20261SEC43	Co- Operation in India and Abroad	<p>CO:1 Know about the company law in the Abroad.</p> <p>CO:2 Understand the use of the memorandum of association and article of association in a company, they also learn from this course</p> <p>CO:3 Develop Professionals in the field of Co-operation, Co-operative law and Management.</p> <p>CO:4 Promote qualified, Skilled and professional manpower to manage the affairs of the Cooperative Institutions.</p> <p>CO:5 Enhance the Knowledge base of the in-service Personnel on the subject Co-operation, Co-operative law and Co-operative Management.</p> <p>CO:6 Enable the in-service personnel to develop skills on Co-operative Management Techniques</p>	*	*	*	*

		<p>20261DSC44B</p> <p>International Financial Management</p>	<p>CO:1 Understand international capital and foreign exchange market.</p> <p>CO:2 Identify and appraise investment opportunities in the international environment.</p> <p>CO:3 Identify risk relating to exchange rate fluctuations and develop strategies to deal with them</p> <p>CO:4 Identify and evaluate foreign direct investment and international acquisition opportunities</p> <p>CO:5 Develop strategies to deal with the types of country risks associated with foreign operations</p> <p>CO:6 Express well considered opinion on issues relating to international financial management.</p>	*	*	*	*	*
	<p>20261PRW45</p> <p>Project Work</p>		<p>CO:1 Develop plans with relevant people to achieve the project's goals</p> <p>CO:2 Break work down into tasks and determine handover procedures</p> <p>CO:3 Identify links and dependencies, and schedule to achieve deliverables</p> <p>CO:4 Estimate and cost the human and physical resources required, and make plan to obtain the necessary resources</p> <p>CO:5 Allocate roles with clear lines of responsibility and accountability.</p>	*	*	*	*	*

CO:6 Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis										
				*	*	*	*	*	*	*


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


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

Sem	Course Code	Title of the Course	COs	POS								
				PO1	PO2	PO3	PO4	PO5	PO6	PO7		
I	203RMG11	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 research and 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	*		*		*		*		*
	203COC12	Advanced Functional Management	Have basic awareness of data analysis and hypothesis testing procedures	*		*		*		*		*
			To help the student gain understanding of the functions and responsibilities of managers.	*	*	*		*		*		*
			To know various tools from accounting and cost accounting this would facilitate the decision making	*	*	*		*		*		*

<p>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.</p>	*	*	*	*	*	*	*	*	*	*	*	*	*	*
<p>To provide the students with an understanding of fundamental legal issues pertaining to the business world to enhance their ability to manage businesses effectively.</p>	*	*	*	*	*	*	*	*	*	*	*	*	*	*
<p>To use statistical techniques for analysis of research data</p>	*	*	*	*	*	*	*	*	*	*	*	*	*	*
<p>To gain a solid understanding of human behavior in the work place from an individual, group, and organizational perspective.</p>	*	*	*	*	*	*	*	*	*	*	*	*	*	*
<p>To learn to study and design HRM system</p>	*	*	*	*	*	*	*	*	*	*	*	*	*	*
<p>To understand the relationship between Operations & SCM and other business functions, such as Marketing, Finance, Accounting, and Human Resources.</p>	*	*	*	*	*	*	*	*	*	*	*	*	*	*
<p>To introduce the concept of Marketing Mix as a framework for Marketing Decision making.</p>	*	*	*	*	*	*	*	*	*	*	*	*	*	*
<p>To emphasize the need, importance and process of Marketing Planning and Control.</p>	*	*	*	*	*	*	*	*	*	*	*	*	*	*
<p>To sensitize the student to the dynamic nature of Marketing Function.</p>	*	*	*	*	*	*	*	*	*	*	*	*	*	*
<p>Understand fundamental marketing concepts, theories and principles in areas of marketing policy</p>	*	*	*	*	*	*	*	*	*	*	*	*	*	*
<p>Apply the knowledge, concepts, tools necessary to understand challenges</p>	*	*	*	*	*	*	*	*	*	*	*	*	*	*
<p>Understand the marketing concepts and its evolution</p>	*	*	*	*	*	*	*	*	*	*	*	*	*	*
<p>Marketing Management</p>														
<p>203COC13</p>														

		The course helped the student to know the principles and Practices of Marketing Mix and Marketing Research.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
2023COC13	Human Resource Management	To understand the role of HR 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.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
203RPE14	Financial Management	Understanding of the basic concepts, functions and processes of HRM	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
		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 which 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	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	