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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.

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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

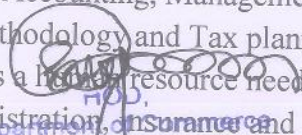
PO1-To acquaint a student with conventional as well as contemporary areas in the discipline of Commerce.

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

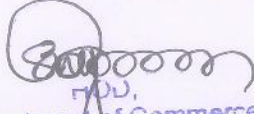
**PO3-** To inculcate problem solving and decision making skills necessary to execute their day to day professional & social responsibilities.

**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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Sem	Course Code	Title of the Course	COs	B.Com Commerce (2020 Regulations)						
				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.			*	*

2011INDCONS	Indian Constitution	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						*		
20110AEC21	Tamil III	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 composition of Indian Constitution				*	*	*	*	
		Co:6 Understand and analyse federalism in the Indian context				*	*	*	*	
		CO:1 Know what devotion really is.		*		*	*	*	*	
		CO:2 Know the fruitfulness obtained through devotion.		*		*	*	*	*	
20111AEC21	Advanced English-II	CO:3 Perceive the progress achieved in the society through devotion.				*	*	*	*	
		CO:1 Develop technological skill.				*	*	*	*	
		CO:2 Able to write in a variety of formats				*	*	*	*	
20111AEC22	English-II	CO:3 Read biographies and develop personality				*	*	*	*	
		CO:1 Appreciate different forms of literature				*	*	*	*	
20161SEC23	Business Accounting	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 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 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	*	*	*	*
		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 individual differences and cognitive barriers can influence ethical judgment.	*	*	*	*		
CO:7 Identify and prioritize personal values and apply those to making ethical decisions.	*	*	*	*		
2016IAEC25	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 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 Understand better customer relationship								
	CO:6 To create awareness about modern banking services like e-banking, m-banking and internet banking								
	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.								
20161AEC35	Business Law for Managers								
	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 Identify ethical, legal, cultural, and global issues affecting business communication.								
	CO:2 Utilize analytical and problem-solving skills appropriate to business communication.								
20161AEC36	Essentials of 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 maximize team effectiveness.								
	CO:8 Good time management.								
	CO:1 Able to carry out independent literature survey corresponding to the specific publication type and assess basic literary research tools.								
20111RMC37	Research Methodology								
	CO:2 familiarize participants with basic of research and the research process.								



		<p><b>CO:6</b> Understand partnership account from admission to dissolution</p>				
		<p><b>CO:1</b> Understand the key principles and tools of integrated marketing communication</p> <p><b>CO:2</b> Explain the environmental factors which influence consumer and organizational decision</p>				
<p><b>2016ISEC44</b></p> <p><b>Advertising and Sales Promotion</b></p>		<p><b>CO:3</b> Identify the elements of the communication process between buyers and sellers in business. making process</p> <p><b>CO:4</b> Identify the marketing mix components in relation to market segmentation</p> <p><b>CO:5</b> Outline a marketing plan</p> <p><b>CO:6</b> Utilize marketing research techniques to resolve into competitive marketing decisions.</p>				
<p><b>2016IAEC45</b></p> <p><b>Company Law and Secretarial Practices</b></p>		<p><b>CO:1</b> Get a basic understanding of different types of meeting of board of directors.</p> <p><b>CO:2</b> Use international trade terms and concepts when communicating.</p> <p><b>CO:3</b> Demonstrate comprehensive knowledge and understanding of social and economic policy considerations arising in this area.</p> <p><b>CO:4</b> Understanding of those areas of company law identified in the indicative syllabus above and form a critical judgement on areas of controversy within the topics studied;</p> <p><b>CO:5</b> 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</p>				



		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.			*	*	*







		<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 and Co-operative Management.</p> <p>CO:6 Enable the in-service personnel to develop skillson Co-operative Management Techniques</p>	*	*	*
<p>2016 IOEC</p>	<p>Banking Services</p> <p>CO:1 To help to gather knowledge on banking and financial system in India</p> <p>CO:2 To provide knowledge about commercial banks and its products</p> <p>CO:3 Aim to familiarize banking system in India</p> <p>CO:4 To enable them to understand better customer relationship</p> <p>CO:5 To create awareness about modern banking services like-banking, m-banking and internet banking, ATMS system</p> <p>CO:6 To introduce recent trends in banking system</p> <p>CO:7 To make the student understand the basic concept of banking and financial institutions and expose various types of risk based by banks</p>	<p>CO:1 To help to gather knowledge on banking and financial system in India</p> <p>CO:2 To provide knowledge about commercial banks and its products</p> <p>CO:3 Aim to familiarize banking system in India</p> <p>CO:4 To enable them to understand better customer relationship</p> <p>CO:5 To create awareness about modern banking services like-banking, m-banking and internet banking, ATMS system</p> <p>CO:6 To introduce recent trends in banking system</p> <p>CO:7 To make the student understand the basic concept of banking and financial institutions and expose various types of risk based by banks</p>	*	*	*
<p>201 PRW66</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: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>			


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	CO:1 Learn the changes occurred in literature since 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.	*	*	*						

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	<p>CO:1 Understanding the fundamental of financial accounting</p> <p>CO:2 Develop the modern market economy</p> <p>CO:3 prepare the different kinds of financial statement</p>			*	*	*	*	*	*
20198SEC13	<p>Financial Accounting</p> <p>CO:4 Acquire conceptual knowledge of basic of accounting</p> <p>CO:5 Identify and analyze the reasons for the difference between cash book and pass book balances</p> <p>CO:6 Develop the skill of recording financial transactions and preparation of reports in accordance with GAAP</p>			*	*	*	*	*	*
20198SEC14	<p>Business Management</p> <p>CO:1 Apply conceptual learning skills in today's business environment.</p> <p>CO:2 Analyze financial performance of an organization.</p> <p>CO:3 Evaluate organizational decisions with consideration of the political, legal and ethical aspects of business.</p> <p>CO:4 Understand relationship between environment and business; Applying the environmental analysis techniques in practice</p> <p>CO:5 Assess strengths, weaknesses, opportunities and threats of the business environment.</p>			*	*	*	*	*	*

		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: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.	*	*	*	*	*	*	*

	CO:4 To explain the concept of inheritance, 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 know the procedural and object oriented paradigm with concepts of streams, classes, functions, data and objects.	*	*	*	*
		CO:1 It provides a clear modular structure for programs which make it good for defining abstract data types in which implementation details are hidden.				
20198AEC36L	Programming in C++ Lab	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 and write the program by using oops.	*	*	*	*
		CO:4 Acquire the knowledge about extending the classes and objects.	*	*	*	*
		CO:5 Able to develop the inheritance program.	*	*	*	*
20198RMC37	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 research and the research process.	*		*	*

						CO:3enabletheparticipantsconductingresearch workandformulatingresearchsynopsisandreport.		*				*
						CO:4Developunderstandingonvariouskindsof research, objectives of doing research, research process, research designs and sampling.		*				*
						CO:5Havebasicknowledgeonqualitative research techniques		*				*
						CO:6Haveadequateknowledgeonmeasurement& scaling techniques as well as the quantitative data analysis		*				*
						CO:7Havebasicawarenessofdataanalysis-and hypothesis testing procedures		*				*
						CO:1Realizehowtheancientpeoplechangedtheir life style according to the ages		*				
20110AEC41		TamilIV				CO:2Learnhowtochangeone'slifestyleaccording to the needs of the future		*				
						CO:3Acceptthetrendstrendsandsitsuses		*				
						CO:1Developwritingskill.		*				
20111AEC41		AdvancedEnglish-IV				CO:2Comprehendanddescribe poems		*				
						CO:3Learninterviewingskills		*				
20111AEC42		English-IV				CO:1Improvetheirabilitytoreadandunderstand them		*				
						CO:2Knowthegeniusof Shakespeare		*				
IV												



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	*	*	*	*	*	*



20198SEC51	Corporate accounting	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 fund investments.	*		*	*		
20198SEC52	Business Economics	CO:3 Learn about Working format of companies.	*		*			
		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.	*		*	*		
		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					



			CO:3 Demonstrate knowledge of research processes	*					*	
			CO:4 Perform literature reviews using print and online database	*					*	
			CO:5 Identify, explain, compare, and prepare the key elements of a research proposal/report	*					*	
			CO:6 Describe sampling methods, measurement scales and instruments, and appropriate uses of each	*	*				*	
			CO:1 Prepare analysis of various special decisions, using relevant costing and benefits	*			*		*	
			CO:2 More effective planning and control systems	*			*		*	
			CO:3 The student 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	*			*		*	
			CO:1 File ITR on non individuals basis	*			*		*	
			CO:2 Compute the total income and define tax complications and structure.	*			*		*	
		2016ISEC61	Management Accounting							
		VI								
		20198SEC62	Income Tax Law & Practices							

		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(2020 Regulations)

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 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.	*	*				*	

*(Signature)*

*(Signature)*





		CO:6 Develop and justify marketing planning and Control Systems.	*	*	*	*	*	*											
20261SEC14	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.	*	*	*	*	*	*	*	*	*								
20261DSC15B	Organizational Behaviour	CO:1 Examine 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 related to organizational behavior	*	*	*	*	*	*	*	*									
		CO:5 Examine challenges of effective organizational communication	*	*	*	*	*	*	*	*									







		<p>CO:2 Understanding of the concept of social responsibility and the role it plays in retail</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:2 Have basic knowledge on qualitative research techniques	*	*	*	*	*	*	*
CO:3 Have 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 analytic skills and meaningful interpretation of 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	*	*	*	*	*	*	*
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 analyze the role of stakeholders.	*	*	*	*	*	*	*
CO:4 Analyze the learning and understand techniques for Project planning, scheduling and Execution Control.	*	*	*	*	*	*	*

III

20261SEC31

Project planning and Control

			<p>CO:5 Understand the conceptual clarity about project organization</p> <p>CO:6 Understand project characteristics and various stages of a project</p>	*	*	*	*	*	*	
			<p>CO:1 Critically analyse both holder and newer MA methods and their effects in organisations</p> <p>CO:2 knowledge and understanding about MA issues, including its problems and difficulties</p> <p>CO:3 Part in the design and use of the management accounting system in organisations</p> <p>CO:4 Updated concerning the more recent development in MA and the emergence of new methods</p>	*	*	*	*	*	*	
	<p>20261SEC32</p> <p>Advanced Corporate Accounting</p>	<p>20261DSC34B</p> <p>Indian Financial System</p>	<p>CO:5 More advanced level compared to the basic knowledge acquired on the Bachelor level</p> <p>CO:6 Exposure to the company final accounts</p> <p>CO:1 Knowledge, understanding and skills in the area of international financial relations and tolls for its implementation</p> <p>CO:2 Knowledge and understanding of characteristics, activities, principles and specific of international financial relations</p> <p>CO:3 Ability to summarize and critically evaluate results obtained by researchers in the field of international financial relations</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	*		*		*		*		*	
	203COC12	Advanced Functional Management	Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis	*		*		*		*		*	*
			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	*	*	*		*		*		*	*
				*	*	*		*		*		*	*



		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	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*
203RPE14	Financial Management	Develop, implement, and evaluate employee orientation, training, and development programs.	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	
		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 that 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	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	