

RAJAH SERFOJI GOVERNMENT COLLEGE, THANJAVUR-613005



DEPARTMENT OF COMMERCE

PSOs & Cos of B.Com., M.Com. & M.Phil. Programmes



For the syllabus applicable from the Academic year 2018-19

RAJAH SERFOJI GOVERNMENT COLLEGE, THANJAVUR-613005
DEPARTMENT OF COMMERCE

PSOs and COs of B.Com. Programme

PROGRAMME SPECIFIC OUTCOMES (PSOs):-B.Com.

Upon completion of the B.Com Degree Programme, Students will be able to

PSO - 1	Become aware of the basic concepts in the areas of Marketing, Human Resources, Accounting, Insurance and Finance
PSO - 2	Attain academic excellence with an ability to pursue higher studies, professional certification and research
PSO - 3	Use the ICT tools effectively in the field of commerce and accounting.
PSO - 4	Become aware of the various laws pertaining to the business environment
PSO - 5	Acquire the necessary skills to manage various positions in the corporate sector and in the field of education.

COURSE OUTCOMES-B.Com.

PA RT	CODE	COU RSE	TITLE	COURSE OUTCOMES- Upon completion of the course the Students of B.Com. Programme will be able to
I SEMESTER				
III	S1C01	CC1	Principles of Accountancy	CO-1 Prepare financial statements in accordance with appropriate standards CO-2 Know the purpose of double entry system and prepare the rectification of errors. CO-3 Prepare the final accounts of Sole Trading Concern with adjustment CO-4 Understand the concept of Depreciation and calculation of Depreciation with different methods CO-5 Learn to prepare Receipts & Payment Account, Income & Expenditure Account and Balance Sheet of Non-Profit Organizations. CO-6 Know the application of Computer in Accounting System.
III	S1C02	CC2	Banking Theory Law and Practice	CO-1 Comprehend the various features in general and special relationship between bankers and customers CO-2 Understand the various types of deposit facilities and procedures to open an account CO-3 Learn to handle negotiable instrument and their legal implication CO-4 Grass the recent legal consequences of material alternation, negotiable of banker and understand the payment in due course CO-5 Appreciate the role of banking with regards banking services

III	S1ACO 1	Allied 1	Business Economics	<p>CO-1 Appreciate basic economic concepts to arrive at business decisions.</p> <p>CO-2 Understand the concept of cost and relationship between demand and supply in order to take vital business decision.</p> <p>CO-3 Examine the economics environment in the backdrop of New Economic policy influence trade union and business cycle.</p> <p>CO-4 Understanding the demand and supply analysis.</p> <p>CO-5 Know the Foreign Trade of India and the concept of Balance of Payments, FDI & FII</p>
IV	S1VE	VE	Value Education	<p>CO-1 Realize the significance and basic principles of value education</p> <p>CO-2 Understand the need for abstaining from the Drinks, Drugs, Smoking, Suicide thoughts and other Social evils</p> <p>CO-3 Recognize the Communal and Religious Harmony</p> <p>CO-4 Demonstrate the values followed by leaders like Mahatma, Mother Teresa and Kamaraj</p> <p>CO-5 Practice social values and responsibilities as a responsible citizen</p>
II SEMESTER				
III	S2CO3	CC3	Business Organisation and Management	<p>CO-1 Be aware of the business environment and its influence in India Inc.</p> <p>CO-2 Understand forms of organization</p> <p>CO-3 Know the significance of Location of Industries and Measurement of size of Business Units</p> <p>CO-4 Learn the evaluation of management thoughts</p> <p>CO-5 Understand the functions of management</p>
III	S2ACO 2	Allied 2	Modern Marketing	<p>CO-1 Understand the concept of modern marketing and its functions.</p> <p>CO-2 Analyze the factors determining consumer behaviour and market segmentation.</p> <p>CO-3 Learn the Product & product life cycle and kinds of pricing.</p> <p>CO-4 Know the sales promotion and promotional methods.</p> <p>CO-5 Aware of marketing research and e-marketing.</p>
III	S2ACO 3	Allied 3	Business Tools for Decision Making	<p>CO-1 Understand the concept of Statistics and its Application</p> <p>CO-2 Know and apply the Measures of Central Tendency.</p> <p>CO-3 Know and apply the Measures of Dispersion</p> <p>CO-4 Know and apply the Measures of Skewness and Correlation</p>

				CO-5 Understand the methods of constructing Time Series analysis and Index Numbers
IV	S2ES	ES	Environmental Studies	CO-1 Understand the significance of environment in which we live. CO-2 Acquaint with the recent issues associated with environment and bio diversity. CO-3 Recognize the causes and consequences of various types of pollutions. CO-4 Understand limitations of the available natural resources and the need to sustain them. CO-5 Participate in ensuring the sustained development by involving in the afforestation process and abstaining from contributing to pollution
III SEMESTER				
III	S3CO4	CC4	Business Accounting	CO-1 Practice accounting problems relating to Branch and Departmental Accounts CO-2 Solve the accounting problems relating to Hire Purchase and Installment System CO-3 Solve the problems of partnership accounts relating to Admission, retirement and death of a partner CO-4 Solve the problems of partnership accounts relating to Dissolution and Sale of Partnership CO-5 Understand the concept of Insurance claims and practical application of claims.
III	S3CO5	CC5	Personnel Management	CO-1 Know the principles Personnel of management and its various functions. CO-2 Understand the manpower planning and sources of recruitment. CO-3 Acquire knowledge on training and performance appraisal methods. Evaluate the motivation and theories of motivations. CO-4 Gain knowledge on leadership and leadership qualities
III	S3ACO4	Allied 4	Elements of Business Laws	CO-1 Understand the concepts of business laws and recent provisions CO-2 Know the provisions of Indian Contract Act, 1872 CO-3 Understand the provisions of law of agency, Indemnity and Guarantee CO-4 Know the provisions of the Sales of Goods Act, 1930, Bailment and Pledge CO-5 Know the provisions Law of Insurance.
IV	S3SB1G	SB1	Introduction to Marketing Management	CO-1 Understand the concept of marketing Management CO-2 Know the responsibility Marketing Manager CO-3 Learn about types of Organization CO-4 Understand the concept of Marketing

				Audit CO-5 Be Aware of Advertising Management
IV SEMESTER				
III	S4CO6	CC6	Cost Accounting	CO-1 Impart knowledge on Cost Accounting Application CO-2 Familiarize concept of element of cost and its determinations. CO-3 Apply appropriate methods to calculate Material and Labour cost. CO-4 Draft overheads Allocation, Apportionment and Absorption. CO-5 Summarize process of different methods of specific costing.
III	S4ACO5	Allied 5	Company Law and Secretarial Practice	CO-1 Understand the Provisions of Company Law and recent Act. CO-2 Know the formation techniques and basic documents of Companies CO-3 Apply the legal proceedings regarding shares CO-4 Know the Management of Company CO-5 Understand the role of Company Secretary CO-6 Evince interest in joining ACS professional course
III	S4ACO6	Allied 6	International Trade	CO-1 Understand the domestic business and international business and realize the significances and trend of international trade. CO-2 Gain the knowledge about tariffs of International Payment System CO-3 Understand the foreign exchange management CO-4 Put in the various International Nodal Organizations for International Trade CO-5 Measures the Indian Foreign Trade and Export Promotions
IV	S4SB2H	SB2	Sales Management	CO-1 Understand the concept of Sales Management CO-2 Know the sales force of AIDAS Formula CO-3 Learn about Sales office functions CO-4 Understand the concept of Sales promotion CO-5 Aware of Distribution functions
V SEMESTER				
III	S5CO7	CC7	Corporate Accounting	CO-1 Make accounting entries for the issue and redemption shares and debentures CO-2 Apply provisions of the Companies Act and accounting standards while preparing financial statements. CO-3 Be familiar with accounting procedures for Mergers and acquisitions as per AS14.

				<p>CO-4 Prepare consolidated financial statements of Holding company and its subsidiary companies.</p> <p>CO-5 Prepare Banking Company accounts in new format</p>
III	S5CO8	CC8	Income Tax Law and Practice	<p>CO-1 Understand the basic concepts of Income Tax.</p> <p>CO-2 Compute Taxable salary.</p> <p>CO-3 Build an idea about income from house property.</p> <p>CO-4 Calculate the income from business or profession.</p> <p>CO-5 Compute the income from Capital Gains and other sources</p>
III	S5CO9	CC9	Principles and Practice of Auditing	<p>CO-1 Comprehend the Fundamentals of Auditing .</p> <p>CO-2 Undertake the process vouching and verification of transitions</p> <p>CO-3 Know the audit procedure of a company</p> <p>CO-4 Understand the legal implication of appointment and removal of auditing and comprehend his role in the auditor environment</p> <p>CO-5 Know the emerging areas in audit the role controller and audit general of India</p>
III	S5COE L1A	MEC 1	Business Communication	<p>CO-1 Understand the significance of Business Communication in which we live</p> <p>CO-2 Apply business communication strategies and principles to prepare effective communication for domestic and international business situations.</p> <p>CO-3 Identify ethical, legal, cultural, and global issues affecting business communication.</p> <p>CO-4 Compose and revise accurate business documents using computer technology.</p> <p>CO-5 Communicate via electronic mail, Internet, and other technologies.</p>
III	S5COE L1B		Salesmanship	<p>CO-1 Demonstrate an understanding of ethical principles in selling.</p> <p>CO-2 Apply basic terminology and concepts in salesmanship.</p> <p>CO-3 Identify basic principles of consumer behaviour.</p> <p>CO-4 Basic principles of market analysis.</p> <p>CO-5 Learn the process of salesmanship and sales methods.</p>
III	S5COE L1C		International Marketing	<p>CO-1 Understand the importance of international marketing environment and challenges in international marketing.</p> <p>CO-2 Import knowledge on Consumer behaviour and analysis the social and culture influences in B to B marketing.</p>

				<p>CO-3 Analyze the factors affecting pricing decision and international market segmentation</p> <p>CO-4 Aware of international marketing information system and promotional activities in global markets.</p> <p>CO-5 Know the international distribution management and importance of international communication tools.</p>
III	S5COE L1D		Principles of insurance	<p>CO-1 Know the concept of Risk Management</p> <p>CO-2 Understand the business of insurance and market</p> <p>CO-3 Understand the different needs of insurance customers</p> <p>CO-4 Know the Legal principles of insurance</p> <p>CO-5 Be Aware of insurance products.</p> <p>CO-6 Get exempted for this paper when the students pursue III Professional course as there is an MOU</p>
III	S5COE L2A	MEC 2	Internet and E-Commerce	<p>CO-1 Demonstrate Types of Network and Network Topology.</p> <p>CO-2 Analyze the impact of E-Commerce on business models.</p> <p>CO-3 Know the concept and components of Electronic Data Interchange.</p> <p>CO-4 Understand the operation of Electronic payment system and online credit card system.</p> <p>CO-5 Grasp the Security in E-Commerce, key factors for success in E - Commerce and Dimensions of E-Commerce Security</p>
	S5COE L2B		Investment Management	<p>CO-1 Explain the importance of investment and types of risks attached to investment.</p> <p>CO-2 Realize the significance and basic principles of investment alternatives.</p> <p>CO-3 Understand the mechanism of mutual fund operations and its recent Regulations.</p> <p>CO-4 Learn the portfolio selection and management and diversification</p> <p>CO-5 Aware of systematic and unsystematic risks and assumptions of CAPM</p>
	S5COE L2C		Labour Laws	<p>CO-1 Understand the basic concepts of factories Act 1948.</p> <p>CO-2 Learn the different type's disputes and acquire knowledge about industrial Disputes Act.</p> <p>CO-3 Know the concept of payment of Wages Act.</p> <p>CO-4 Be familiar with Trade union act and acquire skill of registration of Trade union.</p> <p>CO-5 Grasp the workmen's Compensation Act and recent amendments.</p>
	S5COE L2D		Practice of Life Insurance	<p>CO-1 Understand the practice of Life Insurance</p> <p>CO-2 Know the premium and bonus applications</p>

				<p>CO-3 Apply the procedure of premium payment, laps and renewal</p> <p>CO-4 Practice of Insurance Claims</p> <p>CO-5 Understand the different types of Life Insurance Products</p> <p>CO-6 Get exempted for this paper when the students pursue III Professional course as there is an MOU</p>
IV	S5SSD	SSD	Soft Skill Development	<p>CO-1 explain the importance of self awareness, values and leadership skills in capacity building</p> <p>CO-2 analyze the factors affecting interpersonal skills</p> <p>CO-3 evaluate the concepts of vision, mission and goals for corporate skills</p> <p>CO-4 apply and analyze the importance of body language, time management and stress management</p> <p>CO-5 summarize the concept and need for self development plan</p>
IV	S5SB3I	SB3	Retail Management	<p>CO-1 Understand the practice of Retail Management</p> <p>CO-2 Know the importance of Store Location</p> <p>CO-3 Analyze the store layout and design</p> <p>CO-4 Practice of Inventory Handling</p> <p>CO-5 Understand the different types of Retail Store Formats</p>
VI SEMESTER				
III	S6CO10	CC10	Management Accounting	<p>CO-1 Appreciate various tools and techniques of Management accounting and its importance in decision making</p> <p>CO-2 Calculate accounting ratios and interpret them relevantly.</p> <p>CO-3 Prepare Fund flow statement and Cash flow statement</p> <p>CO-4 Understand the CVP Analysis</p> <p>CO-5 Draft various kinds of budgets for a business concern</p>
III	S6CO11	CC11	Financial Management	<p>CO-1 Describe the concepts, terms, models, frameworks and Modern Functions in the field of Management of finance.</p> <p>CO-2 Explain in detail all theoretical concepts of Management of finance</p> <p>CO-3 Perform all the required calculations through relevant numerical problem</p> <p>CO-4 Analyze the situation and comment on financial position of the firm estimate working capital required decide ideal capital structure evaluate various project proposals</p> <p>CO-5 Evaluate impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm</p>

				CO-6 Design a Financial plan for a real world offering financial modes (Long term on Finance, Working capital, Financing Current Assets, e-Stock/ e-Financial services.).
III	S6CO12	CC12	Entrepreneurial Development	CO-1 Understand the Concept of Entrepreneurship CO-2 Awareness about the source of Project Appraisal. CO-3 Understand the legal requirements for Licensing Procedures. CO-4 Know the Incentives and subsidies of state and central Govt. CO-5 Understand the Role of Financial Institutions for growth of entrepreneur.
III	S6CO13P	CC13	Computer Applications in Business – Practical	CO-1 Create, Edit, and Format documents using MS Word effectively. CO-2 Draft official communication of business and prepare their resume. CO-3 Application of work sheet, charts, diagrams to represent numerical data in multiple formats. CO-4 Gain knowledge in the basic concepts of Tally and create Accounting Vouchers. CO-5 Acquire knowledge about preparing final accounts with adjustments.
III	S6COE L3A	MEC 3	Financial Services	CO-1 Understand the range of financial services products in financial markets. CO-2 Know implication of mutual funds products. CO-3 Know concept of Lease Financing. CO-4 Understand the modalities of Hire Purchase system CO-5 Understand the concept of Factoring.
	S6COE L3B		Organizational Behaviour	CO-1 Understand the different types of organizations and functions. CO-2 Know the foundation of individual behavior CO-3 Understand the Attitude and Learning CO-4 Comprehend the group behaviour and stress CO-5 Understand the different dimension of leadership styles and organizational culture
	S6COE L3C		Stress Management	CO-1 Understand the concept of stress management CO-2 Application of yoga to eradicate stress CO-3 Understand the physiology of stress CO-4 Know the mechanism of stress related disease CO-5 Apply the yoga therapy for physical fitness
	S6COE		Regulations	CO-1 Understand the role of IRDA

	L3D		of Insurance Business	<p>CO-2 Know the IRDA regulations and classification of rural social sector</p> <p>CO-3 Understand the Protection of Policy Holders Interest</p> <p>CO-4 Know the mechanism of Financial Regulatory aspects of Solvency margin and Investments</p> <p>CO-5 Apply the Prohibition of Rebates</p> <p>CO-6 Get exempted for this paper when the student pursue III Professional course as per MoU</p>
IV	S6GS	GS	Gender studies	<p>CO-1 Understand the problems of gender bias in the society</p> <p>CO-2 Know and Recollect the legal safety measures available to protect from the gender discrimination</p> <p>CO-3 Analyse the ways in which social institutions and power structures impact the material realities of women's lives</p> <p>CO-4 Demonstrate an openness to learn the views from the view of a women</p> <p>CO-5 Develop equitable and just thinking towards women</p>

**COURSE OUTCOMES FOR THE COURSES TAKEN FOR UNDER GRADUATE STUDENTS
OTHER THAN COMMERCE**

III	S3ACE1	Allied	Quantitative techniques for decision making	<p>CO-1 Understand the concept of Statistics and its Application</p> <p>CO-2 Measure of Central Tendency.</p> <p>CO-3 Application of Measures of Dispersion</p> <p>CO-4 Measure of Skewness and Correlation analysis</p> <p>CO-5 Understand the methods of constructing Time Series analysis and Index Numbers</p>
III	S4ACE2	Allied	Business organization and management	<p>CO-1 Know the business environment and its influence in India Inc.</p> <p>CO-2 Understand forms of organization</p> <p>CO-3 Appreciate the significance of small scale industries.</p> <p>CO-4 Learn the evaluation of management thoughts</p> <p>CO-5 Understand function of management</p>
III	S4ACE3	Allied	Modern marketing	<p>CO-1 Understand the concept of marketing and its functions.</p> <p>CO-2 Analyze the factors determining consumer behaviour and market segmentation.</p> <p>CO-3 Learn the product life cycle and kinds of pricing.</p> <p>CO-4 Know the sales promotion and promotional methods.</p>

				CO-5 Aware of marketing research and e-marketing.
V	S5COEL 01	NME	Principles of insurance	CO-1 Understand the implications of each and every principles insurance of various types. CO-2 Gain knowledge of typing various insurance policies and acquainting themselves with the process of claiming the losses and arriving settlement. CO-3 Comprehending the availability of insurance cover for non-life segment and arranging to take cover. CO-4 Appropriate the role of IRDA and know the recent developments in insurance Industry CO-5 Applying knowledge gained in insurance in dealing with insurance contracts. CO-6 Evince interest in clearing the paper IC 38 in IRDA Exam
VI	S6COEL 02	NME	Fundamentals of financial market	CO-1 Understand different types of investment in capital market CO-2 Recognize the role of stock exchange in capital markets CO-3 Have an access to online trading of stock CO-4 Comprehend stock valuation while investment in mutual funds CO-5 Know the fundamental analysis of stock exchange movement CO-6 Evince interest in clearing the NSE (NCFM) module "Financial Market: A Beginners module"

PROGRAMME SPECIFIC OUTCOMES (PSOs):- M.Com.

Upon completion of the M.Com Degree Programme, Students will be able to

PSO – 1	1 Acquire in depth knowledge recent trends in commerce, accounting and management of all forms of organizations.
PSO – 2	2 Apply qualitative skills to analyze and solve accounting problems
PSO – 3	3 Analyse a decision and substantiate the decision making process through modeling and data analysis and interpretation
PSO – 4	4 Evaluate the risk and returns associated with various investment avenues for an investment plan
PSO – 5	5 Offer services as an accountant, GST practitioner, online trader, analyst or consultant or as an entrepreneur

COURSE OUTCOMES- M.Com.

P A R T	CODE	COURSE	TITLE	COURSE OUTCOMES- Upon completion of the course the Students of M.Com. Programme will be able to
I SEMESTER				
III	S1PC01	CC1	Managerial Economics	CO-1 Understand the various concepts of managerial economics CO-2 Know the problems of fixing price for the product. CO-3 Knowledge about profit planning and control. CO-4 Measure the various sources of National Income CO-5 Skill to analyze effects of credit control method of RBI
III	S1PC02	CC2	Services Marketing	CO-1 Know the significance of services marketing in the global economy. CO-2 Understand the deeper aspects of successful services marketing. CO-3 Demonstrate a knowledge of the extended marketing mix for services; CO-4 Provide insights to the challenges and opportunities in services marketing. CO-5 Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.
III	S1PC03	CC3	Social Laws	CO-1 Gain the broad knowledge and General Exposure to FEMA1999 CO-2 Acquainting knowledge with powers of Central Government regarding Essentials Commodities Act 1955 CO-3 Understand the knowledge of Water Air Pollution Act CO-4 Understand the provisions for RTI Act 2006 CO-5 Know the Prohibitions under Competition on Act 2002
III	S1PC04	CC4	Financial Management	CO-1 Describe the concepts, terms, models, frameworks and Modern Functions in the field of Management of finance. CO-2 Explain in detail all theoretical concepts throughout the syllabus CO-3 Perform all the required calculations through relevant numerical problem CO-4 Analyze the situation and comment on financial position of the firm estimate working capital required decide ideal capital structure

				<p>evaluate various project proposals</p> <p>CO-5 Evaluate impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm</p> <p>CO-6 Design a Financial plan for a real world offering financial modes</p>
III	S1PCOE L1A	EC1	Business Informatics	<p>CO-1 Acquire knowledge about Computer</p> <p>CO-2 Gain exposure towards Information Technology</p> <p>CO-3 Understand various computer networks</p> <p>CO-4 Learn to get a clear perspective on the applications of IT in Business</p> <p>CO-5 Enrich knowledge towards social media and its impact</p>
	S1PCOE L1B		Customer Relationship Management	<p>CO-1 Know the concepts of CRM</p> <p>CO-2 Understand the various steps for CRM practices</p> <p>CO-3 Learn the tools of CRM Architecture</p> <p>CO-4 Implement the CRM strategies</p> <p>CO-5 Analyze the customization of CRM technology</p>
	S1PCOE L1C		Global Banking System	<p>CO-1 Learn the global banking and financial system</p> <p>CO-2 Understand the role of Global Monetary Systems</p> <p>CO-3 Analyze the foreign exchange market</p> <p>CO-4 Know the foreign exchange process</p>
II SEMESTER				
III	S2PCO5	CC5	Export - Import Procedures and Documentation	<p>CO-1 Gain General Exposure to Export and Import Trade</p> <p>CO-2 Acquaint with Export and Import Procedure and Documentation</p> <p>CO-3 Gain Familiarity with Exchange Risk.</p> <p>CO-4 Understand the Foreign Exchange Regulation and Formalities</p> <p>CO-5 Aware about the Export Incentives.</p>
III	S2PCO6	CC6	Quantitative Techniques for Business Decisions	<p>CO-1 Understand the concept of operation research and acknowledge the application</p> <p>CO-2 Solve transportation problems regulating determination supply to destinations from appropriate sources.</p> <p>CO-3 Assign work or job to suitable person machine or process.</p> <p>CO-4 Apply different models and techniques available to solve inventory related problems.</p> <p>CO-5 Adopt suitable quantitative techniques and solve business problems.</p>
III	S2PCO7	CC7	Strategic	CO-1 Understand the basic concepts of

			Management	<p>strategic management.</p> <p>CO-2 Know the tools and techniques of Environmental Analysis</p> <p>CO-3 Learn the various Strategy Formulation</p> <p>CO-4 Demonstrate the strategy implementation</p> <p>CO-5 Analyse the strategic control and evaluation</p>
III	S2PCO8	CC8	Business Taxation	<p>CO-1 Understand the concepts and implication of Indirect Taxes</p> <p>CO-2 Summarize the key legal provisions of Customs Act. and GST Act</p> <p>CO-3 Illustrate the use of the Act in common business situations.</p> <p>CO-4 Outline the various facets of basic case laws of each Act from a legal and commercial perspective.</p> <p>CO-5 Develop critical thinking by making judgments related to use of various provisions of the Act in business situations</p> <p>CO-6 Design the e -application for registration</p>
III	S2PCOE L2A	EC2	E-Commerce and Internet Marketing	<p>CO-1 Acquire Knowledge in E-commerce framework</p> <p>CO-2 Gain exposure towards Business Models and Security Issues</p> <p>CO-3 Understand various Payment methods in e-commerce</p> <p>CO-4 Learn to get a clear perspective on the internet marketing</p> <p>CO-5 Enrich knowledge towards viral marketing</p>
	S2PCOE L2B		E-Banking	<p>CO-1 Understand the basic concepts of e-banking transactions</p> <p>CO-2 Know various applications electronic payment system</p> <p>CO-3 Understand features and benefits of e-cash</p> <p>CO-4 Apply various e- transfers of cash</p> <p>CO-5 Analysis the different challenges and opportunities of e.banking</p>
	S2PCOE L2C		Merchant Banking and Financial Services	<p>CO-1 Understand the basic concepts and public issue management of Merchant Banking</p> <p>CO-2 Know the financial market activities in India</p> <p>CO-3 Analyze the various functions of Merchant Banking.</p>

				CO-4 Understand the mechanism of Depository receipts
III SEMESTER				
III	S3PC09	CC9	Strategic Human Resource Management	<p>CO-1 Understand the Concepts, Principles & Practices Relating to Human Resource Management</p> <p>CO-2 Aware the job analysis and job description</p> <p>CO-3 Application of practical training on and off the job training</p> <p>CO-4 Know the safety and health measures</p> <p>CO-5 Understand the industrial healthy practices</p>
III	S3PC010	CC10	Investment Management	<p>CO-1 Learn the importance of investment and types of risks attached to investment.</p> <p>CO-2 Realize the significance and basic principles of investment alternatives.</p> <p>CO-3 Understand the mechanism of mutual fund operations and its recent Regulations.</p> <p>CO-4 Learn the portfolio selection and management and diversification</p> <p>CO-5 Aware of systematic and unsystematic risks and assumptions of CAPM</p>
III	S3PC011	CC11	Advanced Corporate Accounting	<p>CO-1 Obtain Knowledge in Valuation of Goodwill, Shares and Liquidation</p> <p>CO-2 Understand the various aspects of Amalgamation, Absorption and External Reconstruction and Internal Reconstruction and also apply the provision of AS14.</p> <p>CO-3 Know how to Prepare Consolidated Balance Sheet</p> <p>CO-4 Learn to get a clear perspective on Bank Accounts (New Format) and Insurance Company Accounts (New Format)</p> <p>CO-5 Enrich Knowledge Towards Inflation Accounting, Human Resource Accounting and Social Responsibility Accounting.</p>
III	S3PC012	CC12	Research Methodology	<p>CO-1 Understand the basic concepts, types and process of research.</p> <p>CO-2 Familiar with identification and formulation of Research problems.</p> <p>CO-3 Frame hypotheses and prepare research design.</p> <p>CO-4 Apply different techniques of sampling techniques and suitable method of data collection</p> <p>CO-5 Learn the dynamics of different types of research reports and acquire skills of report writing.</p>
III	S3PCOE	EC3	Executive Self	CO-1 Understand the basic concepts of

	L3A		development	<p>psychology on Executives.</p> <p>CO-2 Apply the sensing and perceiving processes.</p> <p>CO-3 Know the principles of learning and conditioning to human behavior.</p> <p>CO-4 Link between learning, memory and information processing.</p> <p>CO-5 Compute the basic intrapersonal processes that influence social perception</p> <p>CO-6 Design him/her self as an executive with self-discipline and create own ways of organizational behavioral.</p>
	S3PCOE L3B		Advanced Retail Management	<p>CO-1 Understand in-depth knowledge about Retail Management</p> <p>CO-2 Predicate the Indian retail industry</p> <p>CO-3 Know the latest version of Retail Administration</p> <p>CO-4 Gain the knowledge about Supply chain and logistics Management</p> <p>CO-5 Research on problems and prospects of organized retail sectors</p>
	S3PCOE L3C		Brand Management	<p>CO-1 Understand the concepts and practices of Brand Management</p> <p>CO-2 Know the alternative objectives of Brand Positioning</p> <p>CO-3 Analyze the impact of Brand Image</p> <p>CO-4 Create new Brand Architecture</p> <p>CO-5 Evaluate the Brand Valuation</p>
IV SEMESTER				
III	S4PCO1 3	CC13	Accounting for Decision Making	<p>CO-1 Apply various tools and techniques of Financial analysis</p> <p>CO-2 Make application of accounting ratios for decision making</p> <p>CO-3 Prepare Fund Flow Statement and Cash Flow Statement as per AS3.</p> <p>CO-4 Understand the application of Marginal costing technique in decision making.</p> <p>CO-5 Draft various kinds of budgets for a business concern.</p> <p>CO-6 Know the concept of zero base budgeting with real life decision environment</p>
III	S4PCO1 4	CC14	Organisational Behaviour and Development	<p>CO-1 Changes and overcoming the resistance to change.</p> <p>CO-2 Understand team/group process and to able to address issues arising from individual and group organisational behaviour.</p> <p>CO-3 Develop the understanding the concepts of perception and the factors influencing attitude.</p> <p>CO-4 Create necessary skill for improving</p>

				<p>their personality.</p> <p>CO-5 Develop the essential qualities for leaders.</p>
III	S4PCOE L4A	EC4	Entrepreneurship and Small Business Management	<p>CO-1 Understand the concept of Entrepreneurship</p> <p>CO-2 Know the basic concept of small business and its impact</p> <p>CO-3 Apply the theories of entrepreneurship for Establishing a small enterprise</p> <p>CO-4 Analyse the growth strategy of small business</p> <p>CO-5 Aware about financial Support form nodal agencies</p> <p>CO-6 Hands on experience to start a business</p>
	S4PCOE L4B		Project Management	<p>CO-1 Know the formation of Projects</p> <p>CO-2 Understand the Project Appraisal Techniques</p> <p>CO-3 Analyze the Project Planning and Scheduling</p> <p>CO-4 Evaluate the Project effectively</p>
	S4PCOE L4C		Total Quality Management	<p>CO-1 Understand the concept of Total Quality Management</p> <p>CO-2 Know the Statistical Quality Control</p> <p>CO-3 Analyze the Institutional support for quality improvement series</p> <p>CO-4 Know six sigma and other globally accepted Quality Standards</p>
III	S4PCOE L5AP	EC5	Computer Applications in Business Accounting – Practical	<p>CO-1 Recognize when to use each of the MS Office programs to create personal, academic and business documents</p> <p>CO-2 Generate pie and column charts by using the chart wizard and creating formulae using absolute and relative references.</p> <p>CO-3 Examine slide show presentation concepts and explore the MS PowerPoint environment.</p> <p>CO-4 Learn to get a clear perspective and practice in Computerized Accounting Package using Tally.</p>
	S4PCOE L5B		Social and Ethical Perspective in Business	<p>CO-1 Understand the social and ethical concepts of business</p> <p>CO-2 Know the ethical issues in Human Resource Management</p> <p>CO-3 Analyse the ethical knowledge on marketing and finance</p> <p>CO-4 Apply the Business Ethics on their own Business</p>
	S4PCOE L5C		Advanced Cost Accounting	<p>CO-1 Understand the advanced concepts and practices in Cost Accounting</p> <p>CO-2 Apply the various methods of Costing</p>

				Techniques CO-3 Application of cost ascertainment of various costing CO-4 Know the reconciliation of costing and financial accounting CO-5 Prepare cost reporting and cost audit
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PROGRAMME OUTCOMES (POs)-M.Phil.

Upon completion of the M.Phil. in Commerce the graduates will be able to

PO-1	Become efficient teachers
PO-2	Quality research in the field of their choice
PO-3	Acquaint with recent trends in commerce and management

PROGRAMME SPECIFIC OUTCOMES (PSOs)-M.Phil.

Upon completion of the M.Phil. Degree Programme in Commerce, Students will be able to


PSO-1	Acquaint with the basic teaching methodologies and applying them in preparing lessons.
PSO-2	Analyse the latest corporate and contemporary issues
PSO-3	Apply the recent research methods and techniques in commerce Course

COURSE OUTCOMES (COs)-M.Phil.

PART	CODE	COURSE	TITLE	COURSE OUTCOMES- Upon completion of the course, the Students of M.Phil. Commerce. Programme will be able to
III	S1MCO1	CC1	Research Methodology	CO-1 Understand the basic concepts, types and process of research. CO-2 Familiar with identification and formulation of Research problems. CO-3 Frame hypotheses and prepare research design. CO-4 Apply different techniques of sampling techniques and suitable method of data collection CO-5 Learn the dynamics of different types of research reports and acquire skills of report writing.
III	S1MCO2	CC2	Business Environment	CO-1 Understand the environmental theme on global view CO-2 Know the economic environment of business

				<p>CO-3 Aware the financial environment of business</p> <p>CO-4 Understand the global environment of business</p> <p>CO-5 Know the legal environment and corporate governance</p>
III	S1MC03	CC3	Teaching and learning Skills	<p>CO-1 Understand the importance and the ways of innovative practices of ICT in the teaching and learning process</p> <p>CO-2 Know the importance of communication skills</p> <p>CO-3 Application of technology on higher education</p> <p>CO-4 Understand the teaching pedagogy</p> <p>CO-5 Impart knowledge on teaching skills.</p>
III	S1MC04A	CC4 - Elective	Financial Management	<p>CO-1 Describe the concepts, terms, models, frameworks and Modern Functions in the field of Management of finance.</p> <p>CO-2 Explain in detail all theoretical concepts throughout the syllabus</p> <p>CO-3 Perform all the required calculations through relevant numerical problem</p> <p>CO-4 Analyze the situation and comment on financial position of the firm estimate working capital required decide ideal capital structure evaluate various project proposals</p> <p>CO-5 Evaluate impact of business decisions on Financial Statements, Working Capital, Capital Structure and Capital Budgeting of the firm</p> <p>CO-6 Design a Financial plan for a real world offering financial modes</p>
	S1MC04B	CC4 - Elective	Organizational Dynamics	<p>CO-1 Understand the fundamental and practices of organizational behaviour</p> <p>CO-2 know the recent development in organisational dynamics</p> <p>CO-3 Imbibe Leadership & Inter-Personal Relations</p> <p>CO-4 Understand the importance of motivation and handling resistance for the organizational change</p>
	S1MC04C	CC4 - Elective	Marketing Management	<p>CO-1 Understand the fundamental and practices of Marketing Management</p>

				<p>CO-2 Know the recent of market structure and consumer behavior</p> <p>CO-3 Understand the Pricing policies and global pricing</p> <p>CO-4 Aware of Sales Promotion techniques</p> <p>CO-5 Analyze the marketing research and product development</p>
	S1MC04D	CC4 - Elective	Financial Markets and Services	<p>CO-1 Understand the fundamental and practices of financial markets and services</p> <p>CO-2 Know the functions and products of mutual funds</p> <p>CO-3 Understand the concepts of leasing finance practices</p> <p>CO-4 Apply the knowledge about factoring services</p> <p>CO-5 Understand the secondary market and derivatives</p>
	S1MC04E	CC4 - Elective	Co-operative Management	<p>CO-1 Understand the Provisions of Co-operative Act and By-Laws</p> <p>CO-2 Know the Administration of Co-operative Societies</p> <p>CO-3 Understanding the concepts of properties and funds of societies</p> <p>CO-4 Know the co-operative audit procedures</p> <p>CO-5 Understand the winding up of the co-operatives</p>


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