



**PONNAIYAH RAMAJAYAM INSTITUTE OF
SCIENCE & TECHNOLOGY (PRIST)**

Declared as DEEMED-TO-BE-UNIVERSITY
U/s 3 of UGC Act, 1956

SCHOOL OF COMMERCE AND MANAGEMENT

DEPARTMENT OF COMMERCE

PO, CO, PSO

LOCAL, GLOBAL, NATIONAL, REGIONAL NEEDS

2023 REGULATION



PONNAIYAH RAMAJAYAM INSTITUTE OF SCIENCE & TECHNOLOGY (PRIST)

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SCHOOL OF COMMERCE AND MANAGEMENT

DEPARTMENT OF COMMERCE

1.1.1 -Curricula developed and implemented have relevance to the local, national, regional and global developmental needs which is reflected in Programme outcomes(POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) of theProgrammes

Local	
Global	
National	
Regional	



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Criterion I – Curricular Aspects

2023

Program Outcomes and Course outcomes of Department of Commerce

Programme Offered :

S.No.	Programme Name	PO and CO
1	B.Com.,	Yes
2	B.Com CA.,	Yes
3	M.Com.,	Yes

**B.Com.,
PROGRAM OUTCOME**

PO1	Disciplinary knowledge: Capable of demonstrating comprehensive knowledge and understanding of one or more Disciplines that form a part of an Undergraduate Programme of Study
PO2	Communication Skills: Ability to express thoughts and ideas effectively in writing and orally; Communicative with others using appropriate media: confidently share one's views and express herself / himself; demonstrate the ability to listen carefully, read and write analytically and present complex information in a clear and concise manner to different groups.
PO3	Critical Thinking: Capability to apply analytic thought to the body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.
PO4	Problem Solving: Capacity to extrapolate from what one has learnt and apply their competencies to solve different kinds of unfamiliar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.
PO5	Analytical Reasoning: Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyse and synthesize data from the variety of sources; draw valid conclusion and support them with evidence and examples and addressing opposing viewpoints
PO6	Research- related skill: A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesising and articulating, Ability to recognise cause and effect relationships, define problems, formulate hypothesis, analyse and interpret and draw conclusions from data, establish hypothesis, predict cause and effect relationships, execute and report the results of an experiment or investigation.
PO7	Cooperation/Teamwork: Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of the team.
PO8	Scientific reasoning: Ability to analyse, interpret and draw conclusions from quantitative or qualitative data: and critically evaluate ideas, evidence and experiences from an open minded and reasoned perspective.
PO9	Reflective thinking: Critical sensibility to lived experiences, with self-awareness and reflexivity of both self and society.

PO10	Information/Digital Literacy: Capability to use ICT in variety of learning situations, demonstrate ability to access, evaluate and use a variety of relevant information sources, and use appropriate software for analysis of data.
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PROGRAM SPECIFIC OUTCOME

PSO1	Placement: To prepare the students who will demonstrate respectful engagement with others' ideas, behaviours, beliefs and apply diverse frames of reference to decisions and action. Further the students are encouraged with add-on value based and job-oriented courses which ensure them to sustain in the organisation level
PSO2	Contribution to Business World: Apply theoretical concepts to business practices to produce employable, ethical, and innovative professionals to sustain in the dynamic business world.
PSO3	Contribution to the Society: To contribute to the development of the society by collaborating with stakeholders for mutual benefit. Become acquainted with commercial knowledge and soft skill to react in the most appropriate way when faced with challenges in the society

PROGRAM EDUCATIONAL OBJECTIVES

PEO 1	Financial Accounting Proficiency: Students will develop the ability to record, summarize, and interpret financial transactions and statements, enabling them to understand the financial health of a business
PEO 2	Business Communication Skills: Students will improve their written and verbal communication skills to effectively communicate financial information and business strategies to a variety of audiences.
PEO 3	Critical Thinking and Problem-Solving: Graduates will be able to analyze complex business problems and apply logical and innovative solutions based on sound judgment and reasoning
PEO 4	Understanding of Business Law: Students will gain knowledge of the legal framework governing business operations, including contracts, intellectual property, taxation, and labor laws.
PEO 5	Quantitative Analysis: Graduates will develop the ability to apply mathematical and statistical techniques to solve business-related problems, particularly in finance, economics, and accounting.
PEO 6	Managerial and Organizational Skills: Students will learn how to manage business resources effectively, lead teams, and optimize operational processes in organizations.
PEO 7	Economic and Market Awareness: The program will equip students with an understanding of macroeconomic and microeconomic concepts, including the impact of market forces, government policies, and global trends on business
PEO 8	Ethical Business Practices: Graduates will demonstrate an understanding of business ethics, corporate social responsibility, and sustainable practices that contribute to ethical decision-making in the workplace
PEO 9	Adaptability and Lifelong Learning: Students will be prepared for the rapidly changing business environment, enabling them to continuously update their

	knowledge and skills throughout their careers
PEO 10	Entrepreneurial Thinking: The course will foster entrepreneurial skills and mindset, preparing students to innovate, start their own businesses, and take calculated risks

Course outcomes (Cos)

Sem ester	Course code	Name of the course	Course Outcome
I	23110AEC11	Tamil – I	<ul style="list-style-type: none"> • மொழி ஆளுமைத் திறன் பெறுதல். • சமூக சிந்தனையை வளர்த்துக் கொள்ளுதல். • படைப்பாளர்களாக உருவாகும் திறனைப் பெறுதல். • இலக்கியங்களின் அறிவை மேம்படுத்துதல். • கவிதை எழுதும் முறையை புரிந்துக் கொள்ளுதல்
I	23111AEC12	English-I	<ul style="list-style-type: none"> • To enable learner to acquire the linguistic competence necessarily required in various life situations. • To help them understand the written text and able to use skimming, scanning skills • To assist them in creative thinking abilities • To enable them become better readers and writers • To assist them in developing correct reading habits, silently, extensively and intensively
I	23161AEC13	Financial Accounting -I	<ul style="list-style-type: none"> • Remember the concept of rectification of errors and Bank reconciliation statements • Apply the knowledge in preparing detailed accounts of sole trading concerns • Analyse the various methods of providing depreciation • Evaluate the methods of calculation of profit

			<ul style="list-style-type: none"> Determine the royalty accounting treatment and claims from insurance companies in case of loss of stock.
I	23161AEC14	Principles of Management	<ul style="list-style-type: none"> Demonstrate the importance of principles of management. Paraphrase the importance of planning and decision making in an organization. Comprehend the concept of various authorizes and responsibilities of an organization. Enumerate the various methods of Performance appraisal. Demonstrate the notion of directing, co-ordination and control in the management.
I	23161GEC15	Business Communication	<ul style="list-style-type: none"> Acquire the basic concept of business communication. Exposed to effective business letter. Paraphrase the concept of various correspondences. Prepare Secretarial Correspondence like agenda, minutes and various business reports. Acquire the skill of preparing an effective resume.
I	23161GEC16	Business Economics	<ul style="list-style-type: none"> Explain the positive and negative approaches in economic analysis. Understood the factors of demand forecasting. Know the assumptions and significance of indifference curve. Outline the internal and external economies of scale. Relate and apply the various methods of pricing.
I	23161SEC17	Managerial Skill Development	<ul style="list-style-type: none"> Making sound decisions in the workplace is essential in a managerial role. Effective managerial skills that help professionals make important choices include the ability to analyze and identify problems, challenges and opportunities and develop approaches that can solve problems or generate positive outcomes.
I	23161SEC18	Foundation course	<ul style="list-style-type: none"> Instil confidence among students. Create interest for the subject.

I	231AECCINC	Indian Constitution	<ul style="list-style-type: none"> • Democratic values and citizenship training are regained • Awareness on fundamental rights are established • The function of union government and state government are learnt • The power and function of the judiciary are learnt thoroughly • Appreciation of democratic parliamentary rule is learnt
I	231LSCUV	Universal Human Values	<ul style="list-style-type: none"> • Know about universal human values and understand the importance of values in individual, social circles, career path, and national life. • Learn from case studies of lives of great and successful people who followed and practiced human values and achieved self-actualisation. • Become conscious practitioners of human values. • Realize their potential as human beings and conduct themselves properly in the way of the world.
II	23110AEC21	Tamil – II	<ul style="list-style-type: none"> • நாயன்மார்கள் பக்திச் சிறப்பை அறிதல். • ஆழ்வார்களின் பக்தி நெறியை உணர்தல். • பக்தி இலக்கியம் காலம் தோறும் வளர்ந்ததே அறிதல். • பாடல்களில் இசை இன்பம், ஓசை நயம் அறிதல்.
II	23111AEC22	English-II	<ul style="list-style-type: none"> • Develop technological skill • Able to write in a variety of formats • Read biographies and develop personality
II	23161AEC23	Financial Accounting - II	<ul style="list-style-type: none"> • To evaluate the Hire purchase accounts and Instalment systems • To prepare Branch accounts and Departmental Accounts • To understand the accounting treatment for admission and retirement in partnership • To know Settlement of accounts at the time of dissolution of a firm. • To elaborate the role of IFRS

II	23161AEC24	Business Law	<ul style="list-style-type: none"> • Explain the Objectives and significance of Mercantile law • Understand the clauses and exceptions of Indian Contract Act. • Outline the contract of indemnity and guarantee • Familiar with the provision relating to Bailment and Pledge
II	23161GEC25	Business Environment	<ul style="list-style-type: none"> • Remember the nexus between environment and business. • Apply the knowledge of Political Environment in which the businesses operate. • Analyze the various aspects of Social and Cultural Environment. • Evaluate the parameters in Economic Environment. • Create a conducive Technological Environment for business to operate globally.
II	23161GEC26	Insurance and Risk	<ul style="list-style-type: none"> • Identify the workings of insurance and hedging • Evaluate the types of insurance policies and settlement • Settle claims under various types of general insurance • Know the protection provided for insurance policy holders under IRDA • Evaluate the assessment and retention of risk
II	23161SEC27	E-Business	<ul style="list-style-type: none"> • Understand the role and features of world wide web • Understand the Benefits and model of e-tailing • Use the web enabled services • Tackle the threats in internet security system • Know about the Ethical principles Privacy and Information Rights
II	23161SEC28	Elements of Insurance	<ul style="list-style-type: none"> • Concept and conversion of elements of insurance • Fundamentals of agency, Procedure for becoming an agent • Knowledge about various methods of insurance policies. • Calculation of Agent proposal form and other forms • Know about procedure regarding settlement of policy claims.

II	231AECCCMS	Communicati on Skills	<ul style="list-style-type: none"> • By the end of this program, participants should have a clear understanding of what good communication skills are and what they can do to improve their abilities.
II	231SSCBE	Basic Behavioural Etiquette	<ul style="list-style-type: none"> • Training is mainly focused on discipline, grooming, career planning and building personality. As it is the first year of university, students are given awareness about the job market right from the start so that they prepare accordingly at their own pace and potential.
III	23110AEC31	Tamil – III	<ul style="list-style-type: none"> • இலக்கியங்களின் சிறப்புகளை அறிவார். • காப்பியக் கதைகள் வழி அறச் சிந்தனை பெறுவார். • பல்வேறு காப்பிய வடிவங்களை பற்றிய அறிவு பெறுவார். • நாடக படைப்பாக்கத்திற்கான தூண்டுதலைப் பெறுவார்.
III	23111AEC32	English-III	<ul style="list-style-type: none"> • Understand phonetics • Develop writing skill • Able to develop creative writing
III	23161AEC33	Corporate accounting - I	<ul style="list-style-type: none"> • Prepare and account for various entries to be passed in case of issue, forfeiture and reissue of shares and compute the liability of underwrites • Assess the accounting treatment of issue and redemption of preference shares and debentures • Construct Financial Statements applying relevant accounting treatments • Compute the value of goodwill and shares under different methods and assess its applicability • Integrate theoretical knowledge on all accounting in par with IFRS and IND AS

III	23161AEC34	Company Law	<ul style="list-style-type: none"> • Understand the classification of companies under the act • Examine the contents of the Memorandum of Association & Articles of Association • Know the qualification and disqualification of Auditors • Understand the workings of National Company Law Appellate Tribunal (NCLAT) • Analyse the modes of winding up
III	23161GEC35	International Trade	<ul style="list-style-type: none"> • Distinguish between the concept of internal and international trade • Define the various theories of international trade • Examine the balance of trade and exchange rates • Appraise the role of IMF and IBRD • Define the workings of WTO and with special reference to India
III	23161GEC36	Principles of Marketing	<ul style="list-style-type: none"> • Develop an understanding on the role and importance of marketing • Apply the 4p's of marketing in their venture • Identify the factors determining pricing • Use the different Channels of distribution of industrial goods • Understand the concept of E-marketing and E-Tailing
III	23161SEC37	Intellectual Property Rights	<ul style="list-style-type: none"> • The students once they complete their academic projects, shall get an adequate knowledge on patent and copyright for their innovative research works. During their research career, information in patent documents • provide useful insight on novelty of their idea from state-of-the-art search • This provide further way for developing their idea or innovations. Pave the way for the students to catch up Intellectual Property (IP) as a career option. R&D IP Couns
III	23161SEC38	Tally. ERP 9	<ul style="list-style-type: none"> • Input journal entries, adjust entries and prepare financial statements for cash and accrual-based businesses • Record vendor, customer, and inventory transactions essential for maintaining accounts payable, accounts receivable, and inventory subsidiary ledgers

III	23160RMC39	Research Methodology	<ul style="list-style-type: none"> • 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 • Have basic awareness of data analysis and hypothesis testing procedures
III	231ACLSOAN	Office Automation	<ul style="list-style-type: none"> • After completion of the course, students would be able to documents, spreadsheets, make small presentations and would be acquainted with the internet.
IV	23110AEC41	Tamil-IV	<ul style="list-style-type: none"> • பழந்தமிழ் இலக்கிய மரபை அறிவர். • சங்க இலக்கியங்களில் உள்ள அழகியல் கூறுகளை உணர்வர். • வாழ்வியல் அறங்கள் மற்றும் வரலாற்றுச் செய்திகளை அறிவர்.
IV	23135AEC31	English-IV	<ul style="list-style-type: none"> • Develop writing skill • Comprehend and describe poems • Learn interviewing skills

IV	23161AEC43	Corporate Accounting -II	<ul style="list-style-type: none"> • Understand the accounting treatment of amalgamation, Internal and external reconstruction • Construct Profit and Loss account and Balance Sheet of Banking Companies in accordance in the prescribed format • Synthesize and prepare final accounts of Insurance companies in the prescribed format • Give the consolidated accounts of holding companies • Preparation of liquidator's final statement of account
IV	23161AEC44	Business Mathematics & Statistics	<ul style="list-style-type: none"> • Learn the basics of ratio, proportion, indices and logarithm • Familiarise with calculations of simple and compound interest and arithmetic, geometric and harmonic progressions. • Determine the various measures of central tendency • Calculate the correlation and regression co-efficient • Assess problems on time series analysis
IV	23161GEC45	Consumerism & Consumer Protection	<ul style="list-style-type: none"> • Remember and recall aspects in consumerism • Identify the reasons for consumer exploitation • Discover the rights and duties of a consumer • Create an environment which protects the consumers in India • Critically appraise the consumer Protection Act
IV	23161GEC46	E-Commerce	<ul style="list-style-type: none"> • Understand the role and features of world wide web • Understand the Benefits and model of e-tailing • Use the web enabled services • Tackle the threats in internet security system • Know about the Ethical principles Privacy and Information Rights
IV	23161SEC47	Information Technology Concepts	<ul style="list-style-type: none"> • Data analytical skills will enable students gain internships, apprenticeships, field work involving data collection, compilation, analysis etc

IV	23161SEC48	Salesmanship	<ul style="list-style-type: none"> • Concept and conversion of salesmanship • Fundamentals of selling process and its activities • Knowledge about various sales force management • To know how about selling techniques • knowledge about personal selling and sales team professionalism
IV	23161BRC49	Participation in Bounded Research	<ul style="list-style-type: none"> • To cater to the needs of peer learners / research aspirants
IV	231AECCEVS	Environmental Studies	<ul style="list-style-type: none"> • Master core concepts and methods from ecological and physical sciences and their application in environmental problem solving • Appreciate the ethical, cross-cultural and historical context of environmental issues and the links between human and natural systems. • Understand the transnational character of environmental problems and ways of addressing them, including interactions across local to global scales. • Apply systems concepts and methodologies to analyze and understand interactions between social and environmental processes • Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world. • Demonstrate proficiency in quantitative methods, qualitative analysis, critical thinking and written and oral communication needed to conduct high-level work as interdisciplinary scholars and/or practitioners • Master core concepts and methods from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.

IV	231LCSCSL	Leadership and Management Skills	<ul style="list-style-type: none"> • Examine various leadership models and understand/assess their skills, strengths and abilities that affect their own leadership style and can create their leadership vision • Learn and demonstrate a set of practical skills such as time management, self management, handling conflicts, team leadership, etc. • Understand the basics of entrepreneurship and develop business plans • Apply the design thinking approach to leadership • Appreciate the importance of ethics and moral values for making of a balanced personality
V	23161AEC51	Cost Accounting -I	<ul style="list-style-type: none"> • Remember and recall the various concepts of cost accounting • Demonstrate the preparation and reconciliation of cost sheet • Analyse the various valuation methods of issue of materials • Examine the different methods of calculating labour cost • Critically evaluate the apportionment of Overheads
V	23161AEC52	Banking Law and Practice	<ul style="list-style-type: none"> • Aware of various provision of Banking Regulation Act 1949 applicable to banking companies including cooperative banks • Analyse the evolution of Central Banking concept and prevalent Central Banking system in India and their roles and function • Gain knowledge about the Central Bank in India, its formation, nationalizing its organization structure, role of bank to government, role in promoting agriculture and industry, role in financial inclusion • Evaluate the role of capital fund of commercial banks, objectives and process of Asset securitization etc • Define the practical banking systems relationship of bankers and customers, crossing of cheques, endorsement etc

V	23161AEC53	Income Tax Law and Practice I	<ul style="list-style-type: none"> • Demonstrate the understanding of the basic concepts and definitions under the Income Tax Act • Assess the residential status of an assessee & the incidence of tax. • Compute income of an individual under the head salaries. • Ability to compute income from house property. • Evaluate income from a business carried on or from the practice of a Profession.
V	23161AEC54	Auditing and Corporate Governance	<ul style="list-style-type: none"> • Define auditing and its process. • Compare and contrast essence of internal check and internal control. • Identify the role of auditors in companies. • Define the concept of Corporate Governance. • Appraise the implications of Corporate Social Responsibility.
V	23161DSC55-A	Entrepreneurial Development	<ul style="list-style-type: none"> • Identify the various traits of an entrepreneur • Turn ideas into business opportunities • Do feasibility study before starting a project • Identify the sources of funds for funding a project • Develop an understanding about the Government schemes available for women entrepreneurs
V	23161DSC55-B	Indirect Taxation	<ul style="list-style-type: none"> • Acquaintance with Indirect tax laws • Exposed to the overview of GST • Apply provisions of CGST and IGST • Summarise procedures of GST • Discuss aspects of Customs Duty in India

V	23161DSC56-A	Human Resource Management	<ul style="list-style-type: none"> • Examine the role of HRM in the new age organisation and plan man power requirements and implement techniques of job design. • Formulate action plans for employee Recruitment and Selection. • Choose appropriate methods of Training • Estimate, defend and handle legal compliance in • HRM involving trade union disputes and employee • retention. • Formulate strategies for employee welfare.
V	23161DSC56-B	Disaster Management	<ul style="list-style-type: none"> • Develop a deep understanding of disaster resilience, risk mitigation, and recovery policies as they arise from natural hazards around the globe. • Develop the capacity to participate in debates on disaster governance and societal reconstruction.
V	23161SEC57	Summer Internship /Industrial Training	<ul style="list-style-type: none"> • Practical training at the Industry/ Banking Sector / Private/ Public sector organizations / Educational institutions, enable the students gain professional experience and also become responsible citizens.
V	231AECCVED	Value Education	<ul style="list-style-type: none"> • Apply the values in thirukural to be peaceful, dutiful and responsible in family and society • Develop character formation and sense of citizenship • Be secular, self-control, sincere, respectful and moral. • Master yoga, asana and meditation to promote mental health • Be attitudinal to follow the constitutional rights

V	231ACLSPSL	Professional Skills	<ul style="list-style-type: none"> • Prepare the resume in an appropriate template without grammatical and other errors and using proper syntax • Participate in a simulated interview • Actively participate in group discussion towards gainful employment • Capture a self-interview simulation video regarding the job role concerned • Enlist the common errors generally made by candidates in an interview • Perform appropriately and effectively in group discussions • Explore sources (online/offline) of career opportunities • Identify career opportunities in consideration of their own potential and aspirations • Use the necessary components required to prepare for a career in an identified occupation (as a case study).
VI	23161AEC61	Cost Accounting -II	<ul style="list-style-type: none"> • Remember and recall standards in cost accounting • Apply the knowledge in contract costing • Analyze and assimilate concepts in process costing • Understand various bases of classification cost and prepare operating cost statement. • Set up standards and analyse variances.
VI	23161AEC62	Management Accounting	<ul style="list-style-type: none"> • Remember and recall basics in management accounting • Apply the knowledge of preparation of Financial Statements • Analyse the concepts relating to fund flow and cash flow • Evaluate techniques of budgetary control • Formulate criteria for decision making using principles of marginal costing

VI	23161AEC63	Income Tax Law & Practice -II	<ul style="list-style-type: none"> Remember and recall provisions on capital gains Apply the knowledge about income from other sources Analyse the set off and carry forward of losses provisions Learn about assessment of individuals Apply procedures learnt about assessment procedures.
VI	23161DSC64-A	Financial Management	<ul style="list-style-type: none"> Recall the concepts in financial management. Apply the various capital structure theories. Apply capital budgeting techniques to evaluate investment proposals. Determine dividend pay-outs. Estimate the working capital of an organization.
VI	23161DSC64-B	Computer Application in Business	<ul style="list-style-type: none"> Recall various techniques of working in MS-WORD. Prepare appropriate business document. Create - Presentation for Seminars and Lecture Understanding various tools used in MS-EXCEL. Apply Excel tools in various business areas of Finance, HR, Statistics.
VI	23161PRW65	Project Viva	<ul style="list-style-type: none"> Self-learning is enhanced Application of the concept to real situation is conceived resulting in tangible outcome
VI	23161SEC66	General awareness for Competitive Examinations	<ul style="list-style-type: none"> Develop board knowledge of the different components in polity Understand the Geographical features across countries and in India Acquire knowledge on the aspects of Indian Economy Understand the significance of India's Freedom Struggle Gain knowledge on Ecology and Environment
VI	23161 EXACT	Extension activity	<ul style="list-style-type: none"> To enable the learners to take part in the social developmental activities at all levels.

			<ul style="list-style-type: none"> To sensitize the learners about the various issues in rural areas.
VI	231ACSIKWS	Indian knowledge System	<ul style="list-style-type: none"> Under Ministry of Education, Government of India has established IKS division with a vision to promote interdisciplinary and transdisciplinary research on all aspects of IKS, and disseminate IKS knowledge for further innovations and societal applications

**B.Com CA.,
PROGRAM OUTCOME**

PO1	Disciplinary knowledge: Capable of demonstrating comprehensive knowledge and understanding of one or more Disciplines that form a part of an Undergraduate Programme of Study
PO2	Communication Skills: Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.
PO3	Critical thinking: Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development
PO4	: Problem solving: Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non- familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations
PO5	Analytical reasoning: Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints
PO6	Research-related skills: A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesising and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation
PO7	Cooperation/Team work: Ability to work effectively and respectfully with

	diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team
PO8	Scientific reasoning: Ability to analyse, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.
PO9	Reflective thinking: Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society
PO10	Information/digital literacy: Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.

PROGRAM SPECIFIC OUTCOME

PSO1	Placement::To prepare the students who will demonstrate respectful engagement with others' ideas, behaviors, beliefs and apply diverse frames of reference to decisions and actions
PSO2	Entrepreneur: To create effective entrepreneurs by enhancing their critical thinking, problem solving, decision making and leadership skill that will facilitate startups and high potential organizations
PSO3	Research and Development: Design and implement HR systems and practices grounded in research that comply with employment laws, leading the organization towards growth and development.
PSO4	Contribution to Business World:To produce employable, ethical and innovative professionals to sustain in the dynamic business world
PSO5	Contribution to the Society: To contribute to the development of the society by collaborating with stakeholders for mutual benefit

PROGRAM EDUCATIONAL OBJECTIVES

PEO 1	Proficiency in Computer Applications: Students will acquire hands-on skills in various computer applications, including office software (e.g., MS Word, Excel), database management systems, and accounting software, which are essential for business operations
PEO 2	Understanding of Programming Languages: Graduates will learn basic programming languages such as C, Java, and Python, enabling them to develop and maintain business applications and solve computational problems.
PEO 3	Business Data Management: Students will develop the ability to organize, analyze, and manage business data using databases, ensuring data accuracy and accessibility for decision-making
PEO 4	Web Development Skills: The program will teach students web design and development, equipping them with the skills to create and maintain websites, e-commerce platforms, and online business tools
PEO 5	E-Commerce Knowledge: Students will understand the principles of electronic commerce, including online transactions, digital marketing, security, and the role of technology in modern business operations.
PEO 6	Financial Accounting with Technology Integration: Students will integrate computer applications in financial accounting, learning how to use software tools for accounting, budgeting, and financial reporting in a business context
PEO 7	Problem-Solving with Technology: Graduates will develop the ability to apply technology and computational tools to solve business-related problems, improving operational efficiency and decision-making.
PEO 8	Data Analysis and Decision Making: Students will learn how to analyze large sets of data using software tools to support informed business decisions, understand market trends, and evaluate business performance
PEO 9	- IT Project Management: Students will gain insights into managing IT projects, learning how to plan, execute, and deliver technology-driven projects within a business setting, focusing on time management, resource allocation, and team coordination.

PEO 10	Cybersecurity Awareness: The course will emphasize the importance of cybersecurity in the business world, teaching students how to safeguard sensitive information, prevent cyber threats, and ensure the integrity and privacy of digital business operations.
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Course outcomes (Cos)

Se mes ter	Course code	Name of the course	Course Outcome
I	23110AEC11	Tami – I	<ul style="list-style-type: none"> • மொழி ஆளுமைத் திறன் பெறுதல். • சமூக சிந்தனையை வளர்த்துக் கொள்ளுதல். • படைப்பாளர்களாக உருவாகும் திறனைப் பெறுதல். • இலக்கியங்களின் அறிவை மேம்படுத்துதல். • கவிதை எழுதும் முறையை புரிந்துக் கொள்ளுதல்.
I	23111AEC12	English-I	<ul style="list-style-type: none"> • To enable learners to acquire the linguistic competences rarely required in various life situations • To help the learner stand the written text and able to use skimming, scanning skills • To assist the mind creative thinking abilities • To enable the become better readers and writers • To assist the mind developing correct reading habits, silently, extensively and intensively

I	23198AEC13	Financial Accounting I	<ul style="list-style-type: none"> • To understand the basic accounting concepts and standards. • To know the basis for calculating business profits • To familiarize with the accounting treatment of depreciation. • To learn the methods of calculating profit for single entry system. • To gain knowledge on the accounting treatment of insurance claims.
I	23198AEC14	Principles of Management	<ul style="list-style-type: none"> • Demonstrate the importance of principles of management. • Paraphrase the importance of planning and decision making in an organization. • Comprehend the concept of various authorizes and responsibilities of an organization. • Enumerate the various methods of Performance appraisal • Demonstrate the notion of directing, co-coordination and control in the management.
I	23198GEC15	Programming in c and lab	<ul style="list-style-type: none"> • Apply the concept of Control Structures to solve any given problem. • Apply the concept of single and multi-dimensional arrays to solve problems related to searching, sorting and matrix operations. • Apply the concept of Strings for writing programs related to character array • Write programs using concept of user defined and recursive functions. • Apply concept of structures to write programs.
I	23198GEC16	Python Programming and lab	<ul style="list-style-type: none"> • Develop and execute simple Python programs • Write simple Python programs using conditionals and looping for solving problems • Decompose a Python program into functions • Represent compound data using Python lists, tuples, dictionaries etc.

I	23198SEC17	Managerial Skill Development	<ul style="list-style-type: none"> • Making sound decisions in the workplace is essential in a managerial role. Effective managerial skills that help professionals make important choices include the ability to analyze and identify problems, challenges and opportunities and develop approaches that can solve problems or generate positive outcomes.
I	23198SEC18	Foundation course	<ul style="list-style-type: none"> • Instil confidence among students • Create interest for the subject
I	231AECINC	Indian Constitution	<ul style="list-style-type: none"> • Democratic values and citizenship training are regained • Awareness on fundamental rights are established • The function of union government and state government are learnt • The power and function of the judiciary are learnt thoroughly • Appreciation of democratic parliamentary rule is learnt
I	231LSCUV	Universal Human Values	<ul style="list-style-type: none"> • Know about universal human values and understand the importance of values in individual, social circles, career path, and national life. • Learn from case studies of lives of great and successful people who followed and practiced human values and achieved self-actualisation. • Become conscious practitioners of human values. • Realize their potential as human beings and conduct themselves properly in the ways of the world.
II	23110AEC21	Tamil – II	<ul style="list-style-type: none"> • நாயன்மார்கள் பக்திச் சிறப்பை அறிதல். • ஆழ்வார்களின் பக்தி நெறியை உணர்தல். • பக்தி இலக்கியம் காலம் தோறும் வளர்ந்ததே அறிதல். • பாடல்களில் இசை இன்பம், ஓசை நயம் அறிதல்.
II	23111AEC22	English-II	<ul style="list-style-type: none"> • Develop technological skill • Able to write in a variety of formats • Read biographies and develop personality

II	23198AEC23	FinancialAccounting II	<ul style="list-style-type: none"> • To evaluate the Hire purchase accounts and Instalment systems • To prepare Branch accounts and Departmental Accounts • To understand the accounting treatment for admission and retirement in partnership • To know Settlement of accounts at the time of dissolution of a firm. • To elaborate the role of IFRS
II	23198AEC24	BusinessLaw	<ul style="list-style-type: none"> • Explain the Objectives and significance of Mercantile law • Understand the clauses and exceptions of Indian Contract Act. • Outline the contract of indemnity and guarantee • Familiar with the provision relating to Bailment and Pledge • Explain the various provisions of Sale of Goods Act 1930
II	23198GEC25	Office Automation and lab	<ul style="list-style-type: none"> • Understand the basics of computer systems and its components. • Understand and apply the basic concepts of a word processing package. • Understand and apply the basic concepts of electronic spreadsheet software. • Understand and apply the basic concepts of database management system. • Understand and create a presentation using PowerPoint tool.
II	23198GEC26	Programming in C++ and lab	<ul style="list-style-type: none"> • Explain the various basic concepts of Object-orientation. • Write programs to implement static binding • Write programs to implement inheritance and dynamic binding • Write programs to implement templates and exception handling and learn how to use STL class library • Write programs implementing File and Stream I/O.

II	23198SEC27	E-Business	<ul style="list-style-type: none"> • Understand the role and features of world wide web • Understand the Benefits and model of e-tailing • Use the web enabled services • Tackle the threats in internet security system • Know about the Ethical principles Privacy and Information Rights
II	23198SEC28	Elements of Insurance	<ul style="list-style-type: none"> • Concept and conversion of elements of insurance • Fundamentals of agency, Procedure for becoming an agent • Knowledge about various methods of insurance policies. • Calculation of Agent proposal form and other forms • Know about procedure regarding settlement of policy claims.
II	231AECCEMS	Communication Skills	<ul style="list-style-type: none"> • By the end of this program, participants should have a clear understanding of what good communication skills are and what they can do to improve their abilities.
II	231SSCBE	Basic Behavioural Etiquette	<ul style="list-style-type: none"> • Training is mainly focused on discipline, grooming, career planning and building personality. As it is the first year of university, students are given awareness about the job market right from the start so that they prepare accordingly at their own pace and potential.
III	23110AEC31	Tamil – III	<ul style="list-style-type: none"> • இலக்கியங்களின் சிறப்புகளை அறிவார். • காப்பியக் கதைகள் வழி அறச் சிந்தனை பெறுவார் • பல்வேறு காப்பிய வடிவங்களை பற்றிய அறிவு பெறுவார். • நாடக படைப்பாக்கத்திற்கான தூண்டுதலைப் பெறுவார்.
III	23111AEC32	English-III	<ul style="list-style-type: none"> • Understand phonetics • Develop writing skill • Able to develop creative writing

III	23198AEC33	Corporate accounting- I	<ul style="list-style-type: none"> • Prepare and account for various entries to be passed in case of issue, forfeiture and reissue of shares and compute the liability of underwrites • Assess the accounting treatment of issue and redemption of preference shares and debentures • Construct Financial Statements applying relevant accounting treatments • Compute the value of goodwill and shares under different methods and assess its applicability • Integrate theoretical knowledge on all accounting in par with IFRS and IND AS
III	23198AEC34	Business Mathematics and statistics	<ul style="list-style-type: none"> • Learn the basics of ratio, proportion, indices and logarithm • Familiarise with calculations of simple and compound interest and arithmetic, geometric and harmonic progressions. • Determine the various measures of central tendency • Calculate the correlation and regression co-efficient. • Assess problems on time series analysis
III	23198GEC 35	Programming in JAVA and Lab	<ul style="list-style-type: none"> • Understand the basic Object-oriented concepts. Implement the basic constructs of Core Java • Implement inheritance, packages, interfaces and exception handling of Core Java. • Implement multi-threading and I/O Streams of Core Java
III	23198GEC36	Web Technology (PHP)andLab	<ul style="list-style-type: none"> • Understand the general concepts of PHP scripting language for the development of Internet websites. • Understand the basic functions of MySQL database program and XML concepts • Learn the relationship between the client side and the server side scripts.
III	23198SEC37	Intellectual Property Rights	<ul style="list-style-type: none"> • The students once they complete their academic projects, shall get an adequate knowledge on patent and copyright for their innovative research works. During the research career, information in patent documents • provide useful insight on novelty of their idea from state-of-the-art search • This provide further way for developing their idea or innovations. Pave the way for the student to catch up Intellectual Property (IP) as

			ancareeroptiona R&DIPCouns
III	23198SEC38	Tally. ERP 9	<ul style="list-style-type: none"> • Inputjournalentries,adjustentriesandpreparefinancialstat ementsforcashandaccrual-basedbusinesses • Recordvendor,customer,andinventorytransactionsessent ial for maintaining accounts • payable,accountsreceivable,andinventorysubsidiaryledg ers
III	23198RMC39	Research Methodology	<ul style="list-style-type: none"> • Abletocarryoutindependent literaturesurveycorresponding tothespecificpublicationtypeandassessbasic literaryresearchtools. • Familiarizeparticipantswithbasicofresearchandtheresear chprocess. • Enabletheparticipantsinconductingresearchworkandfor mulatingresearchsynopsisandreport. • Developunderstandingonvariouskindsofresearch,objecti vesofdoingresearch,researchprocess,researchdesignsand sampling. • Havebasicknowledgeonqualitative research techniques • Haveadequateknowledgeonmeasurement&scaling techniquesaswellasthequantitativedataanalysis • Havebasicawarenessofdataanalysis-andhypothesistestin gprocedures
III	231ACLSOAN	Office Automation	<ul style="list-style-type: none"> • After completion of the course, students would be able to documents, spreadsheets, make smallpresentationsandwouldbeacquaintedwiththeinterne t.
IV	23110AEC41	Tamil-IV	<ul style="list-style-type: none"> • பழந்தமிழ் இலக்கிய மரபை அறிவர். • சங்க இலக்கியங்களில் உள்ள அழகியல் கூறுகளை உணர்வர். • வாழ்வியல் அறங்கள் மற்றும்

			வரலாற்றுச் செய்திகளை அறிவர்.
IV	23111AEC31	English-IV	<ul style="list-style-type: none"> • Develop writing skill • Comprehend and describe poems • Learn interviewing skills
IV	23198SEC43	Corporate Accounting II	<ul style="list-style-type: none"> • Understand the accounting treatment of amalgamation, Internal and external reconstruction • Construct Profit and Loss account and Balance Sheet of Banking Companies in accordance in the prescribed format. • Synthesize and prepare final accounts of Insurance companies in the prescribed format • Give the consolidated accounts of holding companies • Preparation of liquidator's final statement of account
IV	23198SEC44	Company Law	<ul style="list-style-type: none"> • Understand the classification of companies under the act • Examine the contents of the Memorandum of Association & Articles of Association • Know the qualification and disqualification of Auditors • Understand the workings of National Company Law Appellate Tribunal (NCLAT) • Analyse the modes of winding up
IV	23198GEC46	Relational Database Management	<ul style="list-style-type: none"> • Describe basic concepts of database system • Design a Data model and Schemas in RDBMS • Competent in use of SQL • Analyse functional dependencies for designing robust Database
IV	23161GEC46	Introduction to Data Science	<ul style="list-style-type: none"> • To describe what Data Science is, what Statistical Inference means, identify probability distributions,
IV	23198SEC47	Information Technology Concepts	<ul style="list-style-type: none"> • Data analytical skills will enable students gain internships, apprenticeships, field work involving data collection, compilation, analysis etc.
IV	23198SEC48	Salesmanship	<ul style="list-style-type: none"> • Concept and conversion of salesmanship • Fundamentals of selling process and its activities • Knowledge about various Sales force management. • To know how about Selling techniques. • knowledge about personal selling and sales team profession

			alism
IV	23161BRC49	Participation in Bounded Research	<ul style="list-style-type: none"> To cater to the needs of peer learners / research aspirants
IV	231AECCEVS	Environmental Studies	<ul style="list-style-type: none"> Master core concepts and methods from ecological and physical sciences and their application in environmental problem solving. Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems. Understand the transnational character of environmental problems and ways of addressing them, including interactions across local to global scales. Apply systems concepts and methodologies to analyze and understand interactions between social and environmental processes. Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world. Demonstrate proficiency in quantitative methods, qualitative analysis, critical thinking, and written and oral communication needed to conduct high-level work as interdisciplinary scholars and/or practitioners. Master core concepts and methods from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions.

IV	231LCSCS	Leadership and Management Skills	<ul style="list-style-type: none"> • Examine various leadership models and understand/assess their skills, strengths and abilities that affect their own leadership style and can create their leadership vision • Learn and demonstrate a set of practical skills such as time management, self management, handling conflicts, team leadership, etc. • Understand the basics of entrepreneurship and develop business plans • Apply the design thinking approach to leadership • Appreciate the importance of ethics and moral values for making of a balanced personality.
V	23198AEC51	Cost Accounting -I	<ul style="list-style-type: none"> • Remember and recall the various concepts of cost accounting • Demonstrate the preparation and reconciliation of cost sheet • Analyse the various valuation methods of issue of materials • Examine the different methods of calculating labour cost. • Critically evaluate the apportionment of Overheads.
V	23198AEC52	Banking law and Practice	<ul style="list-style-type: none"> • Aware of various provision of Banking Regulation Act 1949 applicable to banking companies including cooperative banks • Analyse the evolution of Central Banking concept and prevalent Central Banking system in India and their roles and function • Gain knowledge about the Central Bank in India, its formation, nationalizing its organization structure, role of bank to government, role in promoting agriculture and industry, role in financial inclusion • Evaluate the role of capital fund of commercial banks, objectives and process of Asset securitization etc • Define the practical banking systems relationship of bankers and customers, crossing of cheques, endorsement etc.

V	23198AEC53	Income Tax Law and Practice-I	<ul style="list-style-type: none"> • Demonstrate the understanding of the basic concepts and definitions under the Income Tax Act. • Assess the residential status of an assessee & the incidence of tax. • Compute income of an individual under the head salaries. • Ability to compute income from house property. • Evaluate income from a business carried on or from the practice of a Profession.
V	23198DSC 54	Auditing and Corporate Governance	<ul style="list-style-type: none"> • Define auditing and its process. • Compare and contrast essence of internal check and internal control. • Identify the role of auditors in companies. • Define the concept of Corporate Governance. • Appraise the implications of Corporate Social Responsibility.
V	23198DSC55-A	Financial management	<ul style="list-style-type: none"> • Recall the concepts in financial management. • Apply the various capital structure theories. • Apply capital budgeting techniques to evaluate investment proposals. • Determine dividend pay-outs. • Estimate the working capital of an organization.
V	23198DSC55-B	Disaster Management	<ul style="list-style-type: none"> • Develop a deep understanding of disaster resilience, risk mitigation, and recovery policies as they arise from natural hazards around the globe; Develop the capacity to participate in debates on disaster governance and societal reconstruction.
V	23198DSC56A	Software Engineering+(UML Lab)	<ul style="list-style-type: none"> • The students should be able to specify software requirements, design the software using tools. • To write test cases using different testing techniques.
V	23198DSC56-B	Object oriented Analysis and Design+(UML Lab)	<ul style="list-style-type: none"> • The students should be able to specify software requirements, design the software using tools. • To write test cases using different testing techniques.
V	23198SEC57	Summer Internship /Industrial Training	<ul style="list-style-type: none"> • Practical training at the Industry/ Banking Sector / Private/ Public sector organizations / Educational institutions, enable the students gain professional experience and also become responsible citizens.

V	231AECCVED	Value Education	<ul style="list-style-type: none"> • Apply the values in thirukural to be peaceful, dutiful and responsible in family and society • Develop character formation and sense of citizenship • Be secular, self-control, sincere, respectful and moral. • Master yoga, asana and meditation to promote mental health • Be attitudinal to follow the constitutional rights
V	231ACLSPSL	Professional Skills	<ul style="list-style-type: none"> • Prepare their resume in an appropriate template without grammatical and other errors and using proper syntax • Participate in a simulated interview • Actively participate in group discussions towards gainful employment • Capture a self-interview simulation video regarding the job role concerned • Enlist the common errors generally made by candidates in an interview • Perform appropriately and effectively in group discussions • Explore sources (online/offline) of career opportunities • Identify career opportunities in consideration of their own potential and aspirations • Use the necessary components required to prepare for a career in an identified occupation • (as a case study)
VI	23198AEC61	Cost Accounting-II	<ul style="list-style-type: none"> • Remember and recall standards in cost accounting • Apply the knowledge in contract costing • Analyze and assimilate concepts in process costing • Understand various bases of classification cost and prepare operating cost statement • Set up standards and analyse variances.

VI	23198AEC62	Management Accounting	<ul style="list-style-type: none"> • Remember and recall basics in management accounting • Apply the knowledge of preparation of Financial Statements • Analyse the concepts relating to fund flow and cash flow • Evaluate techniques of budgetary control • Formulate criteria for decision making using principles of marginal costing.
VI	23198AEC63	Income Tax Law and Practice -II	<ul style="list-style-type: none"> • Remember and recall provisions on capital gains • Apply the knowledge about income from other sources • Analyse the set off and carry forward of losses provisions • Learn about assessment of individuals • Apply procedures learnt about assessment procedures.
VI	23198DSE64 A	Introduction to Oracle and SQL (Theory)	<p>Master the basic concepts and appreciate the applications of database systems.</p> <p>Master the basics of SQL and construct queries using SQL.</p> <p>Be familiar with a commercial relational database system (Oracle) by writing SQL using the system.</p>
VI	23198DSE64 B	SQL Applications using Oracle (Practical)	<p>Master sound design principles for logical design of databases, including the E-R method and normalization approach.</p> <p>Be familiar with basic database storage structures and access techniques: file and page organizations, indexing methods including B-tree, and hashin</p>
VI	23198PRW65	Project Work	<ul style="list-style-type: none"> • Self-learning is enhanced • Application of the concept to real situation is conceived resulting in tangible outcome
VI	23161SEC66	General awareness for Competitive Examinations	<ul style="list-style-type: none"> • Develop board knowledge of the different components in polity • Understand the Geographical features across countries and in India • Acquire knowledge on the aspects of Indian Economy • Understand the significance of India's Freedom Struggle

			• Gain knowledge on Ecology and Environment
VI	23161EXACT	Extension activity	<ul style="list-style-type: none"> • To enable the learners to take part in the social developmental activities at all levels. • To sensitize the learners about the various issues in rural areas.
VI	231ACSIKWS	Indian knowledge System	<ul style="list-style-type: none"> • Under Ministry of Education, Government of India has established IKS division with a vision to promote interdisciplinary and transdisciplinary research on all aspects of IKS, and disseminate IKS knowledge for further innovations and societal applications

**M.Com.,
PROGRAM OUTCOME**

PO1	Problem Solving Skill : Apply knowledge of Management theories and Human Resource practices to solve business problems through research in Global context.
PO2	Decision Making Skill : Foster analytical and critical thinking abilities for data-based decision-making.
PO3	Ethical Value : Ability to incorporate quality, ethical and legal value-based perspectives to all organizational activities.
PO4	Ethical Value : Ability to incorporate quality, ethical and legal value-based perspectives to all organizational activities.
PO5	Individual and Team Leadership Skill : Capability to lead themselves and the team to achieve organizational goals.
PO6	Employability Skill : Inculcate contemporary business practices to enhance employability skills in the competitive environment.
PO7	Entrepreneurial Skill : Equip with skills and competencies to become an entrepreneur.
PO8	Contribution to Society : Succeed in career endeavors and contribute significantly to society.
PO9	Multicultural competence : Possess knowledge of the values and beliefs of multiple cultures and a global perspective.
PO10	Moral and ethical awareness/reasoning : Ability to embrace moral/ethical values in conducting one's life.

PROGRAM SPECIFIC OUTCOME

PSO1	Placement: To prepare the students who will demonstrate respectful engagement with others' ideas, behaviors, beliefs and apply diverse frames of reference to decisions and actions.
PSO2	Entrepreneur : To create effective entrepreneurs by enhancing their critical thinking, problem solving, decision making and leadership skill that will facilitate startups and high potential organizations.
PSO3	Research and Development : Design and implement HR systems and practices grounded in research that comply with employment laws, leading the organization towards growth and development.
PSO4	Contribution to Business World: To produce employable, ethical and innovative professionals to sustain in the dynamic business world.
PSO5	Contribution to the Society : To contribute to the development of the society by collaborating with stakeholders for mutual benefit.

PROGRAM EDUCATIONAL OBJECTIVES

PEO 1	Advanced Knowledge of Accounting and Finance: Students will gain a deep understanding of accounting principles, financial management, and financial analysis, enabling them to evaluate and manage complex financial data in businesses and organizations
PEO 2	Research and Analytical Skills: Graduates will develop strong research abilities, allowing them to design, conduct, and analyze research projects related to commerce, economics, and business, leading to evidence-based decision-making
PEO 3	Strategic Management Expertise: Students will acquire the ability to assess and develop business strategies, focusing on long-term growth, competitive advantage, and overall organizational success
PEO 4	Taxation Knowledge: Graduates will develop advanced knowledge of national and international tax laws, taxation systems, and tax planning, enabling them to navigate and manage corporate tax issues and compliance
PEO 5	Business Law and Ethics Understanding: The program will enhance students' understanding of business law, including corporate governance, intellectual property, and contract law, with an emphasis on ethical practices in business.
PEO 6	Data Analysis and Decision-Making: Students will develop proficiency in using advanced statistical and data analysis tools to interpret data, forecast business trends, and make well-informed financial and strategic decisions
PEO 7	Leadership and Organizational Management: Graduates will gain leadership and management skills, including how to lead teams, manage projects, resolve conflicts, and drive organizational effectiveness in business environments.
PEO 8	Economics and Global Market Awareness: Students will understand the impact of global economic trends, policies, and international markets on business, allowing them to operate effectively in a globalized economy.
PEO 9	Communication and Presentation Skills: Graduates will improve their ability to

	communicate complex financial information and business strategies effectively, both in writing and through presentations, to various stakeholders.
PEO 10	Entrepreneurship and Innovation: The program will encourage entrepreneurial thinking, preparing students to identify opportunities, innovate, and possibly start their own businesses or contribute to innovative projects in larger organizations.

Course outcomes (Cos)

Se me ste r	Course code	Name of the course	Course Outcome
I	23261AEC11	Business Finance	<ul style="list-style-type: none"> • Explain the important finance concepts • Estimate risk and determine its impact on return • Examine leasing and other sources of finance for startups • Summarise cash, receivable and inventory management techniques • Evaluate techniques of long term investment decision incorporating risk factor
I	23261AEC12	Digital Marketing	<ul style="list-style-type: none"> • Explain the dynamics of digital marketing • Examine online marketing mix • Compare digital media channels • Explain online consumer behavior • Analyse social media data
I	23261AEC13	Banking and Insurance	<ul style="list-style-type: none"> • Relate the transformation in banking from traditional to new age • Apply modern techniques of digital banking • Evaluate the role of insurance sector • Examine the regulatory mechanism • Assess risk mitigation strategies
I	23261DSC14 -A	Security Analysis and Portfolio Management	<ul style="list-style-type: none"> • Examine investment options and structure a portfolio • Assess the value of Equity Shares, Preference Shares and Bonds • Examine stock performance through fundamental and technical analysis • Examine the various Portfolio Theories. • Evaluate the portfolio performance.

I	23261DSC14-B	Operations Research	<ul style="list-style-type: none"> • Apply Linear Programming • Identify models for problem solving • Apply sequencing and game theory • Apply network analysis to enhance effectiveness • Examine the models for decision making
I	23261GEC15-A	Labour Laws	<ul style="list-style-type: none"> • Recall the basic labour legislations pertaining to Trade Unions • Explain various provisions of the Factories Act and Equal Remuneration Act • Assess provisions relating to the workmen's compensation and state insurance. • Examine provisions relating to payment of wages and minimum wages • Explain the provisions of provident fund, gratuity and bonus schemes.
I	23261GEC15-B	Strategic Human Resource Management	<ul style="list-style-type: none"> • Recall the fundamental of strategic Human Resource Management • Examine the conceptual framework of strategic Human Resource Management Models • Apply the knowledge of various strategies in Human Resource Management in the corporate arena • Illustrate drafting of HR policies • Analyse the latest trend in the strategic Human Resource Management.
I	23261RMC16	Research Methodology	<ul style="list-style-type: none"> • Recall the research concepts and recognise the research problem • Construct research hypothesis and determine the sample size • Select appropriate method for data collection • Interpret the results of statistical tests • Construct research report avoiding plagiarism
II	23261AEC21	Strategic Cost Management	<ul style="list-style-type: none"> • Explain strategic cost management and QC • Choose the appropriate technique for cost control • Make use of activity based costing in practice • Choose transfer pricing methods to solve problems • Construct cost structure for Agriculture and IT sector

II	23261AEC22	Corporate Accounting	<ul style="list-style-type: none"> • Determine profit and financial position by preparing financial statements of companies as per schedule III of Companies Act, 2013 • Apply the provisions of IRDA Regulations in the preparation of final accounts of Life Insurance and General Insurance Companies. • Determine the overall profitability and financial position by preparing consolidated financial statements of holding companies in accordance with AS 21. • Analyse contemporary accounting methods • Examine Financial Reporting based on appropriate Accounting Standards and provisions of Companies Act 2013 with respect to Corporate Social Responsibility
II	23261AEC23	Setting up of Business Entities	<ul style="list-style-type: none"> • Compare the various avenues of acquiring finance to setup a business entity • Recall the legal requirements for Section 8 Company • Examine the provisions for LLP and joint venture • Analyse the registration and licensing procedure • Examine the compliance of regulatory framework regarding environment
II	23261DSC24 - A	Business Ethics and Corporate Sustainability	<ul style="list-style-type: none"> • Apply the concepts of business ethics in practice • Demonstrate ethical decision making by applying various theories • Evaluate moral issues relating to business, marketing, advertising, finance, HR and environmental protection • Explain the concepts of corporate sustainability • Construct reports disclosing sustainability information
II	23261DSC24 - B	Audit and Due Diligence	<ul style="list-style-type: none"> • Compare different types of audit • Assess the provisions relating to secretarial audit • Recall the basics of due diligence • Explain the various types of due diligence • Examine due diligence for take overs and prepare due diligence report

II	23261GEC25 - A	Rural and Agricultural Marketing	<ul style="list-style-type: none"> • Recall the concepts of rural marketing • Analyse the buying behaviour of rural consumers • Develop the strategies relating to rural product, branding, packaging, etc. • Construct distribution and promotional mix in the rural market relating to food processing industry • Explain the principles and functioning of cooperative marketing
II	23261GEC25 - B	Logistics and Supply Chain Management	<ul style="list-style-type: none"> • Recall the concepts and features of SCM • Summarise global and Indian perspectives of SCM • Examine changing logistics environment pertaining to materials management, warehousing and distribution • Explain strategic warehousing for SCM • Outline the role of internet in SCM
II	23261BRC26	Participation in Bounded Research	<ul style="list-style-type: none"> • To cater to the needs of peer learners / research aspirants
II	23261SEC 27	Principles and Practice of Banking	<p>The name bank is derived from the Italian word banco “desk/bench”, used during the Renaissance by Florentine’s bankers. These bankers used to make their transactions above a desk covered by a green tablecloth.</p> <p>There are traces of banking activity even in ancient times. In fact, the word traces its origins back to the ancient Roman Empire, where moneylenders would set up their stalls in the middle of enclosed courtyards called macella on a long bench called a bancu.</p> <p>It is from here that the words banco and bank are derived.</p> <p>A bank is an institution that accepts various types of deposits and then advances money in form of loans to people requiring it. Money and credit provide the pivot (axle) around which all the economic activities revolve.</p>

III	23261AEC31	Taxation	<ul style="list-style-type: none"> • Apply the provisions of income tax to determine taxable income • Plan taxes • Illustrate the nuances of international business taxation • Apply the provisions of GST • Summarise the provisions of Customs Act
III	23261AEC32	Digital Advertising	<ul style="list-style-type: none"> • Explain the dynamics of digital marketing • Examine online marketing mix • Compare digital media channels • Explain online consumer behavior • Analyse social media data
III	23261AEC33	Computer Applications in Business	<ul style="list-style-type: none"> • Compare different types of audit • Assess the provisions relating to secretarial audit • Recall the basics of due diligence • Explain the various types of due diligence • Examine due diligence for take overs and prepare due diligence report
III	23261AEC34	International Business	<ul style="list-style-type: none"> • Recall the concepts of International Business and International Business Environment • Analyze different theories of International Business • Explain the legal procedures involved in International business • Explain the different types of economic integrations • Identify the operations of MNCs through real case assessment
III	23261DSC35 -A	Strategic Management	<ul style="list-style-type: none"> • Summarise strategic management principles at different levels and phases • Explain the dynamics of competitive strategic management techniques • Examine business and functional level strategies • Identify strategic leadership and organisational skills • Apply latest concepts in strategy implementation and control

III	23261DSC35 -B	International Financial Management	<ul style="list-style-type: none"> • Explain the importance and nature of international flow of funds • Analyse the fluctuations in exchange rate and impact on exchange markets • Analyse the techniques of international investment decisions for building a better portfolio • Explain the flow of funds in the international banks • Examine various international financial market instruments
III	23261SEC36	Term Paper and Seminar Presentation	<ul style="list-style-type: none"> • Demonstrating the ability to research a subject, formulate a thesis, and analyze and interpret text. • Sharing the results of research on a topic, and giving seminar participants the opportunity to discuss the ideas. • Presenting the state-of-the-art of the scientific discussion on a particular subject, ideally complemented by critical thoughts on the topic.
III	23261SEC37	Internship/Industrial Activity (Credits)	<ul style="list-style-type: none"> • Practical training at the Industry/ Banking Sector / Private/ Public sector organizations / Educational institutions, enable the students gain professional experience and also become responsible citizens.
IV	23261AEC41	Corporate and Economic Laws	<ul style="list-style-type: none"> Recall important provisions of FEMA Examine the provisions of the Competition Act, 2002 and Consumer Protection Act to govern commercial competition and protect a consumer Summarise the process relating to obtaining copyrights and patents Examine the provisions of Money Laundering Act Analyse the provisions relating to regulation of real estate
IV	23261AEC42	Human Resource Analytics	<ul style="list-style-type: none"> • Examine the concept of human resource analytics • Apply the HR tools and techniques in decision making • Examine the different types of HR metrics and their relative merits • Make use of HR data in report preparation • Build models for predictive analysis

IV	23261DSC44-A	Organizational Behaviour	<ul style="list-style-type: none"> • Identify the effect of OB models and organizational learning on human behaviour • Assess the theories of motivation and their impact on job satisfaction. • Examine effective communication tools for better organisational climate. • Analyse interpersonal transactions at workplace. • Analyse the various OB models for change management and development in the organization
IV	23261DSC44-B	Insolvency Law and Practice	<ul style="list-style-type: none"> • Recall the concepts, need for the insolvency and Bankruptcy Code 2016. • Analyse the provisions relating to Corporate Insolvency Resolution Process, Insolvency resolution of corporate persons and Resolution strategies • Analyse the legal provision of Liquidation of Corporate Person, Companies and Adjudication and Appeals for Corporate Persons • Summarise the provisions relating to Cross Border Insolvency • Examine the Professional and Ethical Practices for Insolvency Practitioners
IV	23261PRW44	Project with Viva	<ul style="list-style-type: none"> • Self-learning is enhanced • Application of the concept to real situation is conceived resulting in tangible outcome
IV	23261SEC46	Professional Competency Skill	<ul style="list-style-type: none"> • Professional competencies are knowledge, skills, and abilities that will equip you for success in the workplace and lifelong career management.

K. B. V.
DEAN

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



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

SCHOOL OF COMMERCE AND MANAGEMENT

DEPARTMENT OF COMMERCE

PO, CO, PSO

LOCAL, GLOBAL, NATIONAL, REGIONAL NEEDS

2020 REGULATION



PRIST
DEEMED TO BE
UNIVERSITY
NAAC ACCREDITED
THANJAVUR – 613 403 – TAMILNADU

SCHOOL OF COMEMRCE AND MANAGEMENT

DEPARTMENT OF COMMERCE

1.1.1 -Curricula developed and implemented have relevance to the local, national, regional and global developmental needs which is reflected in Programme outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) of the Programmes

Local	
Global	
National	
Regional	

	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.
PROGRAM SPECIFIC OUTCOME	
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.
PROGRAM EDUCATIONAL OBJECTIVES	
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

Course outcomes (Cos)

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S.No	Semester	Course Code/Name	Course Outcome
20110AEC11	I	Tamil I	<ul style="list-style-type: none"> ➤ Learn the changes occurred in literature since classical period. ➤ Make use of vocabulary systematically. ➤ Understand how to lead one's life realizing the modernity and its environment/atmosphere.
20111AEC11	I	Advanced English-I	<ul style="list-style-type: none"> ➤ Develop vocabulary ➤ Read and comprehend literature ➤ Learn to edit and do proof reading

			<ul style="list-style-type: none"> ➤ Analyze the market based on segmentation, targeting and positioning ➤ Know the consumer behavior and their decision making process ➤ Understand the rural markets and the contemporary issues in marketing ➤ Make decisions on product, price, promotion mix and distribution ➤ The course helped the students to know the principles and Practices of Marketing Mix and Marketing Research.
20161AEC16	I	Business Economics	<ul style="list-style-type: none"> ➤ Apply the concept of opportunity cost. ➤ Understand the concepts of cost, nature of production and its relationship to Business operations. ➤ Apply Economic theories to business decision ➤ Use the theoretical concept of demand and supply analysis in practice ➤ Understand the cost concepts, theories of profit and business cycles ➤ Use different demand forecasting techniques and apply different pricing techniques in business ➤ Understand the importance of Fiscal policy
201INDCONS	I	Indian Constitution	<ul style="list-style-type: none"> ➤ Democratic values and citizenship Training are gained. ➤ Awareness on Fundamental Rights are established. . ➤ Learn the functions of union and State Governments ➤ Learn the power and functions of the Judiciary ➤ Appreciate of Democratic Parliamentary Rule

			Payment Account, Income & Expenditure Account and Balance Sheet for Non-Profit Organizations
20161SEC24	II	Ethics in Business	<ul style="list-style-type: none"> ➤ Understand, and evaluate various organizational influences affecting ethical decisions ➤ Present and analyze ethical and moral issues ➤ Explore ethical theories ➤ Use contemporary and classical frameworks to analyze and suggest resolutions to ethical dilemmas. ➤ Identify and address common ethical issues that arise for individuals, managers, and organizations. ➤ Organize how individual differences and cognitive barriers can influence ethical judgment. ➤ Identify and prioritize personal values and apply those to making ethical decisions.
20161AEC25	II	Business Statistics	<ul style="list-style-type: none"> ➤ Critically evaluate the underlying assumptions of analysis tools ➤ Solve a range of problems using the techniques covered ➤ Conduct basic statistical analysis of data. ➤ Understand basic statistical concepts such as statistical collection, statistical series, tabular and graphical representation of data ➤ Calculate measures of central tendency, dispersion and asymmetry, correlation and regression analysis ➤ Choose a statistical method for solving practical problems
20161AEC26	II	Business Organization and Management	<ul style="list-style-type: none"> ➤ Understand the dynamics of marketing in business ➤ Ability and confidence to tackle common practical financial problems of business. ➤ Understand the scope of Business, and its importance.

20111AEC31	III	Advanced English-III	<ul style="list-style-type: none"> ➤ Understand Phonetics. ➤ Develop writing skill ➤ Able to develop creative writing systems. ➤ Correct methodology when developing mathematical models. ➤ Skill in applications ➤ Designing and developing the solutions
20111AEC32	III	English-III	<ul style="list-style-type: none"> ➤ Enable to appreciate different types of prose ➤ Develop the conversational skills through one-act plays ➤ Enhance the skill of making grammatically correct sentences.
20161SEC33	III	Cost Accounting	<ul style="list-style-type: none"> ➤ Understand various costing systems and management systems ➤ Analyze and provide recommendations to improve the operations of organizations ➤ Imbibe conceptual knowledge of cost accounting. ➤ Understand the significance of cost accounting in the modern economic environment ➤ Select the costs according to their impact on business ➤ Apply cost accounting methods to evaluate and project business performance
20161SEC34	III	Banking Theory Law and Practice	<ul style="list-style-type: none"> ➤ Understanding of Banking Channels and Payments ➤ Practices on Banking Technology ➤ Understanding of Core Banking ➤ To gather knowledge on banking and financial system in India ➤ Understand better customer relationship ➤ To create awareness about modern banking services like e-banking, m-banking and internet banking ➤
20161AEC35	III	Business Law for Managers	<ul style="list-style-type: none"> ➤ Explain the concepts in business laws with respect to foreign trade ➤ Apply the global business laws to current business environment ➤ Demonstrate an understanding of the

20161RMC37	III	Research methodology	<ul style="list-style-type: none"> ➤ 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 ➤ Have basic awareness of data analysis-and hypothesis testing procedures
201ACLSOAN	III	OFFICE AUTOMATION	After completion of the course, students would be able to documents, spreadsheets, make small presentations and would be acquainted with the internet.
20110AEC41	IV	Tamil IV	<ul style="list-style-type: none"> ➤ Realize how the ancient people changed their life style according to the ages ➤ Learn how to change one's lifestyle according to the needs of the future ➤ Accept the modern trend and its uses
20111AEC41	IV	Advanced English-IV	<ul style="list-style-type: none"> ➤ Develop writing skill ➤ Comprehend and describe poems ➤ Learn interviewing skills
20111AEC42	IV	English IV	<ul style="list-style-type: none"> ➤ Improve their ability to read and understand them ➤ Know the genius of Shakespeare ➤ Express in writing their views.
20161SEC43	IV	Partnership Accounting	<ul style="list-style-type: none"> ➤ Understand the concept of partnership

			<p>evaluate and synthesise information from a variety of sources</p> <ul style="list-style-type: none"> ➤ Identify sources for research and further develop a strategy for research using standard and electronic research tools
20161AEC46	IV	Office management	<ul style="list-style-type: none"> ➤ To make them understand officemanagement and duties of an office manager ➤ To give an idea about proper filingand indexing of office documents ➤ To understand the principles of record management and differenttypes of records in business organization ➤ To enable them to aware aboutsafety hazardous and steps to improve office safety ➤ To introduce different measures ofoffice work ➤ The course helped the students toknow the importance of Office Management in the present competitive world.
201ENVTSTU	IV	Environmental Studies	<ul style="list-style-type: none"> ➤ Learn about environmental pollution. ➤ Familiarize with the social issues and the environment

			accounts
20161SEC52	V	Financial Management	<ul style="list-style-type: none"> ➤ Use business finance terms and concepts when communicating. ➤ Demonstrate a basic understanding of financial management. ➤ Provide introduction to Financial Management ➤ 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
20161SEC53	V	Financial Services	<ul style="list-style-type: none"> ➤ Forecast a firm's future financing requirements ➤ Design an optimal capital structure. ➤ Give an idea about fundamentals of financial services and players in financial sectors ➤ Create an awareness about merchant banking, issue management, capital markets and role of SEBI ➤ Provide knowledge about leasing and hire purchase concepts ➤ Make them understand about different types of insurance and IRDA Act.
20161SEC54	V	Computer Application in Business	<ul style="list-style-type: none"> ➤ Study the development of computers and their components in each stage. ➤ Develop an idea of software, programming language and operating system. ➤ Study the concept of developing database and its maintenance using computers in a business Concern ➤ Analyze the importance of management information system

			<p>tools in contemporary research</p> <ul style="list-style-type: none"> ➤ Evolution of research intuitiveness and orientation ➤ Familiarity with cutting edge research trends
201ACLSPSL	V	Professional skill	<ul style="list-style-type: none"> ➤ Prepare their resume in an appropriate template without grammatical and other errors and using proper syntax ➤ Participate in a simulated interview ➤ Actively participate in group discussions towards gainful employment ➤ Capture a self - interview simulation video regarding the job role concerned ➤ Enlist the common errors generally made by candidates in an interview
20161SEC61	VI	Management Accounting	<ul style="list-style-type: none"> ➤ Prepare analysis of various special decisions, using relevant costing and benefits ➤ More effective planning and control systems ➤ The students thought and knowledge on management Accounting ➤ Helps to give proper idea on financial statement analysis in practical point of view ➤ Introduce the concept of fund flow and cash flow statement ➤ Provide knowledge about budget control keeping in mind the scope of the concept ➤ Develop the know-how and concept of marginal costing with practical problems
20161SEC62	VI	Entrepreneurship and Small Business Management	<ul style="list-style-type: none"> ➤ Understand the systematic process to select the business ideas. ➤ Write a business plan ➤ Develop students about Entrepreneurship development ➤ Create an awareness on various Entrepreneurship Development Programme ➤ Enable them to understand project formulation

			<ul style="list-style-type: none"> ➤ Break work down into tasks and determine handover procedures ➤ Identify links and dependencies, and schedule to achieve deliverables ➤ Estimate and cost the human and physical resources required, and make plans to obtain the necessary resources ➤ Allocate roles with clear lines of responsibility and accountability. ➤ Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis
201SSCIM	VI	Interview training skill and mock test	<ul style="list-style-type: none"> ➤ Gain an understanding of rural life, culture and social realities ➤ Develop a sense of empathy and the bonds of mutuality with the local community ➤ Appreciate significant contributions of local communities to Indian society and economy ➤ Learn to value the local knowledge and wisdom of the community
201LSCCE	VI	Community engagement	<ul style="list-style-type: none"> ➤ Identifying and prioritizing learning outcomes gives focus on both teaching and learning. ➤ Making learning outcomes explicit can help students find the right fit for their skill level, and help them be aware of the multiple dimensions to learning through community engagement. ➤ Making outcomes explicit also guides faculty in course design to optimize

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PROGRAMME OUTCOMES	
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
PROGRAM SPECIFIC OUTCOME	
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.
PSO4	To integrate knowledge, skill and attitude that will sustain an environment of learning and creativity among the students.
PROGRAM EDUCATIONAL OBJECTIVES	
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

			<ul style="list-style-type: none"> ➤ Analyze technical requirements to determine resource requirements and the impact the solution will have on an organization. ➤ Design, plan, budget and propose an IT project for an identified need within a specific scope. ➤ Install technical hardware and software including network, database and security components. ➤ Perform routine maintenance to maintain the currency of an operating system, network, database and security needs. ➤ Identify and resolve technical problems using troubleshooting and research techniques. ➤ Analyze and select application and operating system settings to create an optimal user environment.
20198AE C16	I	Operating System	<ul style="list-style-type: none"> ➤ 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 ➤ 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. ➤ 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. ➤ 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 ➤ 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++. ➤

			<ul style="list-style-type: none"> ➤ Distinguish Joint Venture and Partnership and to learn the methods of maintaining records under Joint Venture ➤ Understand the meaning and features of Non-Profit Organizations <ul style="list-style-type: none"> ➤ Learn to prepare Receipts & Payment Account, Income & Expenditure Account and Balance Sheet for Non-Profit Organizations
20198SE C24	II	Business Law	<ul style="list-style-type: none"> ➤ Explain the concepts in business laws with respect to foreign trade ➤ Apply the global business laws to current business environment ➤ Demonstrate an understanding of the Legal Environment of Business. ➤ Communicate effectively using standard business and legal terminology ➤ Demonstrate recognition of the requirements of the contract agreement ➤ Identify contract remedies ➤ understand the various provisions of Company Law
20198AE C25	II	Business Statistics	<ul style="list-style-type: none"> ➤ Critically evaluate the underlying assumptions of analysis tools ➤ Solve a range of problems using the techniques covered ➤ Conduct basic statistical analysis of data. ➤ Understand basic statistical concepts such as statistical collection, statistical series, tabular and graphical representation of data ➤ Calculate measures of central tendency, dispersion and asymmetry, correlation and regression analysis ➤ Choose a statistical method for solving practical problems

201LSCC S	II	Communicatio n skill	By the end of this program, participants should have a clear understanding of what good communication skills are and what they can do to improve their abilities.
201SSCB E	II	Basis behavior etiquettes	By the end of this program, participants should have a clear understanding of what good communication skills are and what they can do to improve their abilities.
20110AE C31	III	Tamil III	<ul style="list-style-type: none"> ➤ Achieve one's goal by following the ancestral path ➤ Learn to lead life of perfection by realizing the uncertainty in the life ➤ Attain happiness through honesty
20111AE C31	III	Advanced English-III	<ul style="list-style-type: none"> ➤ Understand Phonetics. ➤ Develop writing skill ➤ Able to develop creative writing systems. ➤ Correct methodology when developing mathematical models. ➤ Skill in applications ➤ Designing and developing the solutions
20111AE C32	III	English-III	<ul style="list-style-type: none"> ➤ Enable to appreciate different types of prose ➤ Develop the conversational skills through one-act plays ➤ Enhance the skill of making grammatically correct sentences.
20198SE C33	III	Cost Accounting	<ul style="list-style-type: none"> ➤ Understand various costing systems and management systems ➤ Analyze and provide recommendations to improve the operations of organizations ➤ Imbibe conceptual knowledge of cost accounting. ➤ Understand the significance of cost accounting in the modern economic environment ➤ Select the costs according to their impact on business ➤ Apply cost accounting methods to evaluate and project business performance
20198SE C34	III	Banking Theory	<ul style="list-style-type: none"> ➤ Understanding of Banking Channels and Payments ➤ Practices on Banking Technology

			<p>objectives of doing research, research process, research designs and sampling.</p> <ul style="list-style-type: none"> ➤ Have basic knowledge on qualitative research techniques ➤ Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis ➤ Have basic awareness of data analysis-and hypothesis testing procedures
201ACLS OAN	III	Office Automation	<p>After completion of the course, students would be able to documents, spreadsheets, make small presentations and would be acquainted with the internet.</p>
20110AE C41	IV	Tamil IV	<ul style="list-style-type: none"> ➤ Realize how the ancient people changed their life style according to the ages ➤ Learn how to change one's lifestyle according to the needs of the future ➤ Accept the modern trend and its uses
20111AE C41	IV	Advanced English-IV	<ul style="list-style-type: none"> ➤ Develop writing skill ➤ Comprehend and describe poems ➤ Learn interviewing skills
20111AE C42	IV	English IV	<ul style="list-style-type: none"> ➤ Improve their ability to read and understand them ➤ Know the genius of Shakespeare ➤ Express in writing their views.
20198SE C43	IV	Auditing	<ul style="list-style-type: none"> ➤ Articulate knowledge of fundamental audit concepts ➤ Apply critical thinking skills and solve auditing Problems. ➤ Apply and demonstrate the accounting knowledge and skills in Auditing. ➤ Explain how analytical procedures are used as an audit tool. ➤ Illustrate effective internal controls ➤ Apply ethical standards to issues in auditing
20198SE C44	IV	Business Statistics	<ul style="list-style-type: none"> ➤ Critically evaluate the underlying assumptions of analysis tools ➤ Solve a range of problems using the techniques covered ➤ Conduct basic statistical analysis of data. ➤ Understand basic statistical concepts such as statistical collection, statistical series, tabular and graphical representation of data ➤ Calculate measures of central tendency, dispersion and asymmetry, correlation and regression analysis ➤ Choose a statistical method for solving practical problems

			<ul style="list-style-type: none"> ➤ Understand the basics of entrepreneurship and develop business plans ➤ Apply the design thinking approach to leadership <p>Appreciate the importance of ethics and moral values for making of a balanced personality</p>
20198SE C51	V	Corporate Accounting	<ul style="list-style-type: none"> ➤ Find out how a company can dissolve. ➤ Understand Mutual funds' investments. ➤ Learn about working format of companies. ➤ Enabling the students to understand the features of Shares and Debentures ➤ Develop an understanding about redemption of Shares and Debenture and its type ➤ Exposure to the company final accounts
20198SE C52	V	Business Economics	<ul style="list-style-type: none"> ➤ Apply the concept of opportunity cost. ➤ Understand the concepts of cost, nature of production and its relationship to Business operations ➤ Apply Economic theories to business decision ➤ Use the theoretical concept of demand and supply analysis in practice ➤ Understand the cost concepts, theories of profit and business cycles ➤ Use different demand forecasting techniques and apply different pricing techniques in business ➤ Understand the importance of Fiscal policy
20198SE C53	V	Financial Management	<ul style="list-style-type: none"> ➤ Use business finance terms and concepts when communicating. ➤ Demonstrate a basic understanding of financial management. ➤ Provide introduction to Financial Management ➤ 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
20198SE C54	V	Software Engineering	<ul style="list-style-type: none"> ➤ To identify, formulate, and solve complex engineering problems by applying principles of engineering, science, and mathematics ➤ To apply engineering design to produce solutions that meet specified needs with consideration of public health, safety, and welfare, as well as global, cultural, social,

			<p>the job role concerned</p> <ul style="list-style-type: none"> ➤ Enlist the common errors generally made by candidates in an interview
20198SE C61	VI	Management Accounting	<ul style="list-style-type: none"> ➤ Prepare analysis of various special decisions, using relevant costing and benefits ➤ More effective planning and control systems ➤ The students thought and knowledge on management Accounting ➤ Helps to give proper idea on financial statement analysis in practical point of view ➤ Introduce the concept of fund flow and cash flow statement ➤ Provide knowledge about budget control keeping in mind the scope of the concept ➤ Develop the know-how and concept of marginal costing with practical problems
20198SE C62	VI	Income Tax Law & Practices	<ul style="list-style-type: none"> ➤ File IT Return on individuals basis ➤ Compute the total Income and Define tax complicacies and structure. ➤ In order to familiarize the different know-how and heads of income with its components ➤ It helps to build an idea about income from house property as a concept ➤ It gives more idea about the income from business or profession ➤ Make the students familiarizes with the concept of depreciation and its provisions
19198SE C63	VI	Database Management System	<ul style="list-style-type: none"> ➤ Understand database concepts and structures and query language ➤ Understand the E R model and relational model ➤ Understand Functional Dependency and Functional Decomposition. ➤ Apply various Normalization techniques ➤ Understand query processing and techniques involved in query optimization. ➤ Understand the principles of storage structure and recovery management. ➤ Understand database concept and structures and query language.
20198DS C64A	VI	E- Commerce	<ul style="list-style-type: none"> ➤ Demonstrate an understanding of the foundations and importance of E-commerce

			<p>to Indian society and economy</p> <ul style="list-style-type: none"> ➤ Learn to value the local knowledge and wisdom of the community
201LSCCE	VI	Community engagement	<ul style="list-style-type: none"> ➤ Identifying and prioritizing learning outcomes gives focus on both teaching and learning ➤ Making learning outcomes explicit can help students find the right fit for their skill level, and help them be aware of the multiple dimensions to learning through community engagement. ➤ Making outcomes explicit also guides faculty in course design to optimize teaching strategies and assignments of student work.

Course outcomes (Cos)

M.Com

S.No	Semester	Course Code/Name	Course Outcome
20261SEC11	I	Marketing Research and Consumer Behaviour	<ul style="list-style-type: none"> ➤ This specialization lays the necessary groundwork for an overall successful marketing strategy ➤ Knowledge required to understand the state of your product before approaching the market strategy ➤ Interpret development of marketing research ➤ Identify the major influences in Consumer Behaviour ➤ Theory of Consumer behaviour and relates it to the practice of marketing. ➤ Demonstrate how knowledge of consumer behaviour can be applied to marketing.
20261SEC12	I	Human Resource Management	<ul style="list-style-type: none"> ➤ Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes ➤ Develop, implement, and evaluate employee orientation, training, and development programs. ➤ Understanding of the basic concepts, functions and processes of HRM ➤ Develop a selection and interviewing program ➤ Know formalize, Design and evaluate various Recruitment and Placement policies. ➤ Use methods of collecting job analysis information.
20261SEC13	I	Services Marketing	<ul style="list-style-type: none"> ➤ Focuses on services, service design, and service innovation.

			<p>be effective for the current business environment</p> <ul style="list-style-type: none"> ➤ Devise strategic approaches to managing a business successfully in a global context
20261DSC15B	I	Organizational Behaviour	<ul style="list-style-type: none"> ➤ Examine the differences and similarities between leadership, power, and management ➤ Impact that a company's structure and design can have on its organizational behavior ➤ Impact of culture on organizational behavior ➤ Analyze management issues as related to organizational behavior ➤ Examine challenges of effective organizational communication ➤ Evaluate ethical issues as related to organizational behavior
20261RLC16	I	Research Led Seminar	<ul style="list-style-type: none"> ➤ Develop skills in data collection and complex analysis ➤ Clarify terminology and approaches to different facets of research-based teaching ➤ Explore good practices in institution-driven, strategic approaches on how to integrate research and education missions ➤ Generate ideas on how to build the capacity of faculty members to implement research based teaching ➤ Create a research-based learning environment ➤ Analyze national frameworks, policies and funding
20261SEC21	II	Quantitative techniques for Business Decision Making	<ul style="list-style-type: none"> ➤ Employ basic statistical methods to decision making ➤ Understand how to apply basic models and theories in business ➤ Solve management problems effectively ➤ Use software tools to model

		Accounting	<ul style="list-style-type: none"> ➤ Analysis of common costs in manufacturing and service industry ➤ Techniques for profit improvement, cost reduction, and value analysis ➤ Throughput accounting ➤ Target costing; cost ascertainment and pricing of products and services ➤ Pricing Decisions ➤ Budgets and Budgetary Control ➤ Evolution of standards, continuous -improvement; keeping standards meaningful and relevant; variance analysis
20261DSC25A	II	Retail Management	<ul style="list-style-type: none"> ➤ The role that retailing plays in the distribution component of the marketing mix ➤ Understanding of the concept of social responsibility and the role it plays in retailing ➤ Aware of the moral and ethical dilemmas that face the retailing industry in today's business environment ➤ Development and understanding of implementing a retail strategy. ➤ Understanding of the increased use of technology in the field of retailing ➤ Identify key roles within retail businesses
20261DSC25B	II	Corporate Legal Frame Work	<ul style="list-style-type: none"> ➤ able to appreciate the importance of law and legal institutions in business ➤ able to have a basic understanding of the laws relating to contract, consumer protection, competition, companies and dispute resolution
20261RMC26	II	Research	<ul style="list-style-type: none"> ➤ Assess critically the following

			<ul style="list-style-type: none"> ➤ Apply the risk management plan and analyse the role of stakeholders. ➤ Analyse the learning and understand techniques for Project planning, scheduling and Execution Control. ➤ Understand the conceptual clarity about project organization ➤ Understand project characteristics and various stages of a project
20261SEC32	III	Advanced Corporate Accounting	<ul style="list-style-type: none"> ➤ Critically analyse both older and newer MA methods and their effects in organisations ➤ Knowledge and understanding about MA issues, including its problems and difficulties ➤ Part in the design and use of the management accounting system in organisations ➤ Updated concerning the more recent development in MA and the emergence of new methods ➤ More advanced level compared to the basic knowledge acquired on the Bachelor level ➤ Exposure to the company final accounts
20261DSC34A	III	International Marketing	<ul style="list-style-type: none"> ➤ Upon successful completion, students will have the knowledge and skills to: ➤ Classify strategies for entering export markets from extant knowledge and research. ➤ Apply core theoretical concepts in international marketing to find practical solutions to constraints of small businesses.
20261DSC34B	III	Indian Financial System	<ul style="list-style-type: none"> ➤ Knowledge, understanding and skills in the area of international financial relations and tolls for its implementation

			<p>structure.</p> <ul style="list-style-type: none"> ➤ In order to familiarize the different know-how and heads of income with its components ➤ It helps to build an idea about income from house property as a concept ➤ Make the students familiarizes with the concept of depreciation and its provisions ➤ It give more idea about the income from business or profession
20261SEC42	IV	International Business	<ul style="list-style-type: none"> ➤ Have developed an understanding of major issues related to international Business ➤ Have developed skills in researching and analyzing trends in global markets and in modern marketing practice ➤ An organization's ability to enter and compete in international markets ➤ Develop skills in researching and analyzing international Business opportunities ➤ Develop a high level of analytical skills and critical thinking in an international Business context ➤ Explain the main institutions that shape the global marketplace;
20261SEC43	IV	Cooperation in India and Abroad	<ul style="list-style-type: none"> ➤ Know about the company law in the Abroad. ➤ Understand the use of the memorandum of association and article of association in a company, they also learn from this course ➤ Develop Professionals in the filed of Co-operation, Co-operative law and Management. ➤ Promote qualified, Skilled and professional manpower to manage the affairs of the Cooperative

M.Phil.,

PROGRAMME OUTCOMES	
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
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
PROGRAM SPECIFIC OUTCOME	
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.
PROGRAM EDUCATIONAL OBJECTIVES	
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, striking a balance between business

			<p>understanding of how economics affect the business strategy of companies in these industries.</p> <ul style="list-style-type: none"> ➤ To provide the students with an understanding of fundamental legal issues pertaining to the business world to enhance their ability to manage businesses effectively. ➤ To use statistical techniques for analysis of research data ➤ To gain a solid understanding of human behavior in the workplace from an individual, group, and organizational perspective. ➤ To learn to study and design HRM system ➤ To understand the relationship between Operations & SCM and other business functions, such as Marketing, Finance, Accounting, and Human Resources
203COC13A	I	Marketing Management	<ul style="list-style-type: none"> ➤ To introduce the concept of Marketing Mix as a framework for Marketing Decision making. ➤ To emphasize the need, importance and process of Marketing Planning and Control. ➤ To sensitize the students to the dynamic nature of Marketing Function. ➤ Understand fundamental marketing concepts, theories and principles in areas of marketing policy ➤ Apply the knowledge, concepts, tools necessary to understand challenges ➤ Understand the marketing concepts and its evolution ➤ The course helped the students



**PONNAIYAH RAMAJAYAM INSTITUTE OF
SCIENCE & TECHNOLOGY (PRIST)**

Declared as DEEMED-TO-BE-UNIVERSITY
U/s 3 of UGC Act, 1956

UG

S.N	SEMEST	COURSE NAME	COURSE	UG			GLOBAL
				LOCAL	REGIONAL	NATIONAL	
1	I	B.COM.B.COM CA	BASIC ACCOUNTING			Regardless of how you manage your business accounting, it's wise to understand accounting basics. If you can read and prepare these basic documents, you'll understand your business's performance and financial health as a result, you'll have greater control of your company and financial decisions.	Listening Time management Organization Critical thinking
2		B.COM.B.COM CA	MARKETING		Typically, a global marketing strategy requires a business to do new market research, identify countries where the business's product might be successful, and then localize the brand to reflect the needs of those communities. However, localization is not always necessary. Some brands adopt a global standardization		
3	II	B.COM.B.COM CA	BUSINESS ACCOUNTING				Building better linkages between private sector natural capital accounting and reporting standards with the

7	IV	B.COM.B.COM CA	PARTNERSHIP ACCOUNTING				Partnership accounting assesses the financial activity of every partner in a company. It covers tasks such as investments, fees and asset distribution. In addition to that this bookkeeping activity deals with the investor accounts of each partner.	
8		B.COM.B.COM CA	ADVERTISMENT AND BRAND MANAGEMENT				he seven major types of advertising appeals include musical, sexual, humor, fear, emotional, rational, and scarcity, which all have the common goal of influencing the way consumers view themselves and the benefits of	
9	V	B.COM.B.COM CA	CORPORATE ACCOUNTING			Accounting is a MULTI-LAYOUT WordPress theme for business purposes, small and large. You can use it for professional fields like finance, consulting, and general business.	This accountant WordPress theme is fully responsive and works for financial businesses and consulting agencies. It is strictly built as a business theme, populated with features and plugins that reaffirm its	
10		B.COM.B.COM CA	FINANCIAL MANAGEMENT				Exponent. Financity. Brisk. Rise. Adri. Divi. Success. Level.	

15	II	M.COM	TOTAL QUALITY MANAGEMENT	TQM prescribes a series of ways for organizations to accomplish this, with the pathway to successful continuous improvement centered on the use of strategy, data and effective communication to instill a discipline of quality into the organization's culture and processes.			TQM prescribes a series of ways for organizations to accomplish this, with the pathway to successful continuous improvement centered on the use of strategy, data and effective communication to instill a discipline of quality into the organization's culture and processes.
16		M.COM	ADVANCED MANAGEMENT ACCOUNTING		Quality decision making has never been more important – or more difficult. Innovations and innovators daily disrupt the status quo. The volume and		
17	III	M.COM	BRAND MANAGEMENT			Partnership accounting assesses the financial activity of every partner in a company. It covers tasks such as investments, fees and asset distribution. In addition to	
18		M.COM	PROJECT MANAGEMENT	“Global project management is the application of project management practices in a distributed setting where the project stakeholders or the project work takes place in multiple geographical regions or across different cultures,” explains Brandon			



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

SCHOOL OF COMMERCE AND MANAGEMENT

DEPARTMENT OF COMMERCE

PO, CO, PSO

LOCAL, GLOBAL, NATIONAL, REGIONAL NEEDS

2019 REGULATION



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

SCHOOL OF COMEMRCE AND MANAGEMENT

DEPARTMENT OF COMMERCE

1.1.1 -Curricula developed and implemented have relevance to the local, national, regional and global developmental needs which is reflected in Programme outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) of the Programmes

Local	
Global	
National	
Regional	

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

Course outcomes (Cos)

B.Com

S.No	Semester	Course Code/Name	Course Outcome
19110AEC11	I	Tamil I	<ul style="list-style-type: none"> ➤ Learn the changes occurred in literature since classical period ➤ Make use of vocabulary systematically. ➤ Understand how to lead one's life realizing the modernity and its environment/atmosphere.
19111AEC11	I	Advanced English-I	<ul style="list-style-type: none"> ➤ Develop vocabulary ➤ Read and comprehend literature ➤ Learn to edit and do proof reading

19161AEC15	I	Marketing	<ul style="list-style-type: none"> ➤ Understand fundamental marketing concepts, theories and principles in areas of marketing policy ➤ Apply the knowledge, concepts, tools necessary to understand challenges ➤ Understand the marketing concepts and its evolution ➤ Analyze the market based on segmentation, targeting and positioning ➤ Know the consumer behavior and their decision making process ➤ Understand the rural markets and the contemporary issues in marketing ➤ Make decisions on product, price, promotion mix and distribution ➤ The course helped the students to know the principles and Practices of Marketing Mix and Marketing Research.
19161AEC16	I	Business Economics	<ul style="list-style-type: none"> ➤ Apply the concept of opportunity cost. ➤ Understand the concepts of cost, nature of production and its relationship to Business operations. ➤ Apply Economic theories to business decision ➤ Use the theoretical concept of demand and supply analysis in practice ➤ Understand the cost concepts, theories of profit and business cycles ➤ Use different demand forecasting techniques and apply different pricing techniques in business ➤ Understand the importance of Fiscal policy

19111AEC22	II	English-II	<ul style="list-style-type: none"> ➤ Appreciate different forms of literature ➤ Acquire language skills through literature ➤ Broadens the horizon of knowledge
19161SEC23	II	Business Accounting	<ul style="list-style-type: none"> ➤ Familiarize the concept of Branch account and its system ➤ Understand the Scope of departmental accounting ➤ Appreciate the need for negotiable instruments and procedure of accounting for bills honoured and dishonoured ➤ Differentiate Trade bills from Accommodation Bills ➤ Understand the concept of Consignment and learn the accounting treatment of the various aspects of consignment ➤ Distinguish Joint Venture and Partnership and to learn the methods of maintaining records under Joint Venture ➤ Understand the meaning and features of Non-Profit Organizations ➤ Learn to prepare Receipts & Payment Account, Income & Expenditure Account and Balance Sheet for Non-Profit Organizations

19161AEC26	II	Business Organization and Management	<ul style="list-style-type: none"> ➤ Understand the dynamics of marketing in business ➤ Ability and confidence to tackle common practical financial problems of business. ➤ Understand the scope of Business and its Importance. ➤ Identify different forms of business organizations viz; Sole Proprietorship, Partnership, Joint Hindu Family Business & Co-operative Organizations. ➤ Understand a Joint Stock Company and various formalities to promote a Company ➤ Learn various sources Industrial Financial resources and the means to raise them
19161RLS27	II	Research Led seminar	<ul style="list-style-type: none"> ➤ Know the emerging areas in research ➤ Learning experiences of students subject to research led teaching ➤ The institutional and organization issues surrounding such learning environments ➤ The development of such teaching on the disciplinary (subject-based) requirements of curricula design ➤ The opportunity to develop high level transferable skills

19111AEC32	III	English-III	<ul style="list-style-type: none"> ➤ Enable to appreciate different types of prose ➤ Develop the conversational skills through one-act plays ➤ Enhance the skill of making grammatically correct sentences.
19161SEC33	III	Cost Accounting	<ul style="list-style-type: none"> ➤ Understand various costing systems and management systems ➤ Analyze and provide recommendations to improve the operations of organizations ➤ Imbibe conceptual knowledge of cost accounting. ➤ Understand the significance of cost accounting in the modern economic environment ➤ Select the costs according to their impact on business ➤ Apply cost accounting methods to evaluate and project business performance
19161SEC34	III	Banking Theory Law and Practice	<ul style="list-style-type: none"> ➤ Understanding of Banking Channels and Payments ➤ Practices on Banking Technology ➤ Understanding of Core Banking ➤ To gather knowledge on banking and financial system in India ➤ Understand better customer relationship ➤ To create awareness about modern banking services like e-banking, m-banking and internet banking

19161RMC37	III	Research methodology	<ul style="list-style-type: none"> ➤ 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 ➤ Have basic awareness of data analysis-and hypothesis testing procedures
19120SEC03AL	III	Packages Lab-III	<ul style="list-style-type: none"> ➤ Indicate the names and functions of the Excel interface components. ➤ Enter and edit data. ➤ Format data and cells. ➤ Construct formulas, including the use of built-in functions, and relative and absolute references. ➤ Create and modify charts. ➤ Preview and print worksheets.

19161SEC44	IV	Advertising and sales promotion	<ul style="list-style-type: none"> ➤ Understand the key principles and tools of integrated marketing communication ➤ Explain the environmental factors which influence consumer and organizational decision ➤ Identify the elements of the communication process between buyers and sellers in business, making process ➤ Identify the marketing mix components in relation to market segmentation ➤ Outline a marketing plan ➤ Utilize marketing research techniques to resolve into competitive marketing decisions.
19161AEC45	IV	Company Law and Secretarial practice	<ul style="list-style-type: none"> ➤ Get a basic understanding of different type of meeting of board of directors. ➤ Use international trade terms and concepts when communicating. Demonstrate comprehensive knowledge and understanding of social and economic policy considerations arising in this area. ➤ 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; ➤ 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 ➤ Identify sources for research and further develop a strategy for research using standard and electronic research tools

191ENVSTU	IV	Environmental Studies	<ul style="list-style-type: none"> ➤ Learn about environmental pollution. ➤ Familiarize with the social issues and the environment
19161SEC51	V	Corporate Accounting	<ul style="list-style-type: none"> ➤ Find out how a company can dissolve. ➤ Understand Mutual funds' investments. ➤ Learn about working format of companies. ➤ Enabling the students to understand the features of Shares and Debentures ➤ Develop an understanding about redemption of Shares and Debenture and its type ➤ Exposure to the company final accounts
19161SEC52	V	Financial Management	<ul style="list-style-type: none"> ➤ Use business finance terms and concepts when communicating. ➤ Demonstrate a basic understanding of financial management. ➤ Provide introduction to Financial Management ➤ 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

19161DSC54A	V	Co-operative law and practices	<ul style="list-style-type: none"> ➤ Know about the company law in the India. ➤ Understand the use of the memorandum of association and article of association in a company, they also learn from this course ➤ Develop Professionals in the filed of Co-operation, Co-operative law and Management. ➤ Promote qualified, Skilled and professional manpower to manage the affairs of the Cooperative Institutions. ➤ Enhance the Knowledge base of the in-service Personnel on the subject Co-operation, Co-operative law and Co-operative Management. ➤ Enable the in-service personnel to develop skills on Co-operative Management Techniques
19161DSC55B	V	Stock Exchange Practice	<ul style="list-style-type: none"> ➤ Understand the vocabulary and grammar of a trading floor. ➤ Experience the interactions between traders, sales, clients, brokers ➤ Realize in a personal and lively way what it requires to be a trader, a sales, a structure ➤ Identify Risk Management issues related to market positions ➤ Become familiar with practical trading techniques ➤ Formal training to Bloomberg platform (Bloomberg Market Concepts)

19161SEC61	VI	Management Accounting	<ul style="list-style-type: none"> ➤ Prepare analysis of various special decisions, using relevant costing and benefits ➤ More effective planning and control systems The students thought and knowledge on management Accounting Helps to give proper idea on financial statement analysis in practical point of view Introduce the concept of fund flow and cash flow statement Provide knowledge about budget control keeping in mind the scope of the concept ➤ Develop the know-how and concept of marginal costing with practical problems
19161SEC62	VI	Entrepreneurship and Small Business Management	<ul style="list-style-type: none"> ➤ Understand the systematic process to select the business ideas, ➤ Write a business plan ➤ Develop students about Entrepreneurship development ➤ Create an awareness on various Entrepreneurship Development Programme ➤ Enable them to understand project formulation ➤ Familiarize the students with EDP scheme

19161DSC64B	VI	Cooperation Theory	<ul style="list-style-type: none"> ➤ Greater Social support ➤ More on-task behavior ➤ Develop Professionals in the filed of Co-operation, Co-operative law and Management. ➤ Promote qualified, Skilled and professional manpower to managethe affairs of the Cooperative Institutions. ➤ Enhance the Knowledge base of the in-service Personnel on the subject Co-operation, Co-operative law and Co-operative Management ➤ Enable the in-service personnel to develop skills on Co-operative Management Techniques
19161PRW66	VI	Project Work	<ul style="list-style-type: none"> ➤ Develop plans with relevant people to achieve the project's goals ➤ Break work down into tasks and determine handover procedures ➤ Identify links and dependencies, and schedule to achieve deliverables ➤ Estimate and cost the human and physical resources required, and make plans to obtain the necessary resources ➤ Allocate roles with clear lines of responsibility and accountability. ➤ Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis
19120SEC06AL	VI	Packages Lab-VI	<ul style="list-style-type: none"> ➤ Learn to create animated graphics and sound and interactivity ➤ Can develop Website ➤ CD based presentations

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

Course outcomes (Cos)

B.Com CA

S.No	Semester	Course Code/Name	Course Outcome
191110AEC11	I	Tamil I	<ul style="list-style-type: none"> ➤ Learn the changes occurred in literature since classical period. ➤ Make use of vocabulary systematically. ➤ Understand how to lead one's life realizing the modernity and its environment/atmosphere.
19111AEC11	I	Advanced English-I	<ul style="list-style-type: none"> ➤ Develop vocabulary ➤ Read and comprehend literature ➤ Learn to edit and do proof reading
191AAAEC12	I	English-I	<ul style="list-style-type: none"> ➤ Read and comprehend literature ➤ Appreciate poetry and prose ➤ Familiarize students with fiction.

19198AEC15	I	Information Technology	<ul style="list-style-type: none"> ➤ Perform end user support including identifying and implementing solutions to user requests. ➤ Analyze technical requirements to determine resource requirements and the impact the solution will have on an organization. ➤ Design, plan, budget and propose an IT project for an identified need within a specific scope. ➤ Install technical hardware and software including network, database and security components. ➤ Perform routine maintenance to maintain the currency of an operating system, network, database and security needs. ➤ Identify and resolve technical problems using trouble-shooting and research techniques. ➤ Analyze and select application and operating system settings to create an optimal user environment.
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19120SEC01AL	I	Package Lab-I	<ul style="list-style-type: none"> ➤ Recognize when to use each of the Microsoft Office programs to create professional and academic documents. ➤ Use Microsoft Office programs to create personal, academic and business documents following current professional and/or industry standards. ➤ Apply skills and concepts for basic use of computer hardware, software, networks, and the Internet in the workplace and in future coursework as identified by the internationally accepted Internet and Computing Core (IC3) standards.
19111AEC01L	I	Communicative English Lab-I	<ul style="list-style-type: none"> ➤ Learn grammar. ➤ Develop listening skill ➤ Enrich vocabulary ➤ Understand the process of communication ➤ Develop listening skill
191INDCONS	I	Indian Constitution	<ul style="list-style-type: none"> ➤ Democratic values and citizenship Training are gained. ➤ Awareness on Fundamental Rights are established. ➤ Learn the functions of union and State Governments ➤ Learn the power and functions of the Judiciary ➤ Appreciate of Democratic Parliamentary Rule
191110AEC21	II	Tamil II	<ul style="list-style-type: none"> ➤ Know what devotion really is. ➤ Know the fruitfulness obtained through devotion. ➤ Perceive the progress achieved in the society through devotion.

19198SEC24	II	Business Law	<ul style="list-style-type: none"> ➤ Explain the concepts in business laws with respect to foreign trade ➤ Apply the global business laws to current business environment ➤ Demonstrate an understanding of the Legal Environment of Business. ➤ Communicate effectively using standard business and legal terminology. ➤ Demonstrate recognition of the requirements of the contract agreement ➤ Identify contract remedies ➤ understand the various provisions of Company Law
19198AEC25	II	Business Statistics	<ul style="list-style-type: none"> ➤ Critically evaluate the underlying assumptions of analysis tools ➤ Solve a range of problems using the techniques covered ➤ Conduct basic statistical analysis of data. ➤ Understand basic statistical concepts such as statistical collection, statistical series, tabular and graphical representation of data ➤ Calculate measures of central tendency, dispersion and asymmetry, correlation and regression analysis ➤ Choose a statistical method for solving practical problems

19198RLS27	II	Research Led seminar	<ul style="list-style-type: none"> ➤ Know the emerging areas in research ➤ Learning experiences of students subject to research led teaching ➤ The institutional and organization issues surrounding such learning environments ➤ The development of such teaching on the disciplinary (subject-based) requirements of curricula design ➤ The opportunity to develop high level transferable skills <p>Students will be able to new technologies and research skill developme</p>
19120SEC02AL	II	Packages Lab-II	<ul style="list-style-type: none"> ➤ Identify the names and functions of the PowerPoint interface. ➤ Create, edit, save, and print presentations. ➤ Format presentations. ➤ Add a graphic to a presentation. ➤ Create and manipulate simple slide shows with outlines and notes. ➤ Create slide presentations that include text, graphics, animation, and transitions.
19111AEC02L	II	Communicative English Lab-II	<ul style="list-style-type: none"> ➤ Learn grammar. ➤ Use a variety of reading strategies ➤ Enhance the skill of making grammatically correct sentences.

19198SEC34	III	Banking Theory Law and Practice	<ul style="list-style-type: none"> ➤ Understanding of Banking Channels and Payments ➤ Practices on Banking Technology ➤ Understanding of Core Banking ➤ To gather knowledge on banking and financial system in India ➤ Understand better customer relationship ➤ To create awareness about modern banking services like e-banking, m-banking and internet banking
19198AEC35	III	Programming in C++	<ul style="list-style-type: none"> ➤ To know the proper lines of C++, Encapsulation, Inheritance and Polymorphism. ➤ To explain the various data types, operations and functions of C++. ➤ To know the concept of constructors and destructors. ➤ To explain the concept of inheritances, types of inheritance and polymorphism, virtual ➤ Functions ➤ To explain the types of streams, format and format of input and output operations. ➤ To Know the procedural and object oriented paradigm with concepts of streams, classes, functions, data and objects.

19198RMC37	III	Research methodology	<ul style="list-style-type: none"> ➤ 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 ➤ Have basic awareness of data analysis and hypothesis testing procedures
19120SEC03AL	III	Packages Lab-III	<ul style="list-style-type: none"> ➤ Indicate the names and functions of the Excel interface components. ➤ Enter and edit data. ➤ Format data and cells. ➤ Construct formulas, including the use of built-in functions, and relative and absolute references. ➤ Create and modify charts. ➤ Preview and print worksheets.

19198SEC44	IV	Business Statistics	<ul style="list-style-type: none"> ➤ Critically evaluate the underlying assumptions of analysis tools ➤ Solve a range of problems using the techniques covered ➤ Conduct basic statistical analysis of data. ➤ Understand basic statistical concepts such as statistical collection, statistical series, tabular and graphical representation of data ➤ Calculate measures of central tendency, dispersion and asymmetry, correlation and regression analysis ➤ Choose a statistical method for solving practical problems
19198AEC45	IV	Visual Basic Programming	<ul style="list-style-type: none"> ➤ Students code visual programs by using Visual Basic work environment ➤ Distinguish and compose events and methods ➤ Distinguish and compose events and methods ➤ Recognize and arrange control structures ➤ Understand development of applications. ➤ Identify sources for research and further develop a strategy for research using standard and electronic research tools C ➤ This course will be helped the students understanding on database operations

19111AEC04L	IV	Communicative English Lab-IV	<ul style="list-style-type: none"> ➤ Learn grammar. ➤ Enable to express their views in conversation ➤ Develop soft skills ➤ Enhance presentation skills
191ENVTSTU	IV	Environmental Studies	<ul style="list-style-type: none"> ➤ Learn about environmental pollution. ➤ Familiarize with the social issues and the environment ➤ Will be able to do independent research on human interactions with the environment. ➤ To recognize the physical, chemical, and biological components of the earth's systems and show how they function ➤ Analyze and evaluate ideological and philosophical approaches used to understand environmental relationships. ➤ Carry out an applied research project in the natural sciences.
19198SEC51	V	Corporate Accounting	<ul style="list-style-type: none"> ➤ Find out how a company can dissolve ➤ Understand Mutual funds' investments ➤ Learn about working format of companies. ➤ Enabling the students to understand the features of Shares and Debentures ➤ Develop an understanding about redemption of Shares and Debenture and its type ➤ Exposure to the company final accounts

19198SEC54	V	Software Engineering	<ul style="list-style-type: none"> ➤ To identify, formulate, and solve complex engineering problems by applying principles of engineering, science, and mathematics ➤ To apply engineering design to produce solutions that meet specified needs with consideration of public health, safety, and welfare, as well as global, cultural, social, environmental, and economic factors ➤ An ability to communicate effectively with a range of audiences ➤ Analyze the importance of management information system and networking in a business. ➤ Be aware and perform various activities using computers in day to day life.
19198DSC55A	V	Investment Management	<ul style="list-style-type: none"> ➤ The knowledge and skills to select and employ base ➤ Level tools for financial analysis. ➤ The knowledge and skills to analyze companies for ➤ Investment purposes. ➤ The knowledge and skills to develop portfolio strategies for individual and institutional investors. ➤ The knowledge and to operate ethically as ➤ Investment management professionals. ➤ Understand the various alternatives available for investment. ➤ Gain knowledge of the various strategies followed by investment practitioners

19111AEC05L	V	Communicative English Lab-V	<ul style="list-style-type: none"> ➤ Develop corporate skills. ➤ Handle their day to day affairs well with their knowledge of language skills. ➤ Get a job
19198SEC61	VI	Management Accounting	<ul style="list-style-type: none"> ➤ with practical problems to give proper idea on ➤ financial statement Prepare analysis of various special decisions, using relevant costing and benefits ➤ More effective planning and control systems ➤ The students thought and knowledge on management Accounting Helps analysis in practical point of view ➤ Introduce the concept of fund flow and cash flow statement ➤ Provide knowledge about budget control keeping in mind the scope of the concept ➤ Develop the know-how and concept of marginal costing
19198SEC62	VI	Income Tax Law & Practices	<ul style="list-style-type: none"> ➤ File IT Return on individuals basis Compute the total Income and Define tax complications and structure. In order to familiarize the different know-how and heads of income with its components It helps to build an idea about income from house property as a concept ➤ It gives more idea about the income from business or profession ➤ Make the students familiarize with the concept of depreciation and its provisions

19198DSC64B	VI	Web Designing	<ol style="list-style-type: none"> 1. Develop a fully functioning website and deploy on a web server. 2. Find and use code packages based on their documentation to produce working results in a project. 3. Create webpages that function using external data. 4. Architect solutions to programming problems by combining visual components and classes. 5. Develop JavaScript applications that transition between states. 6. Identify mobile strategies and design for multiple operating systems. 7. Distinguishing trends in multi-device implementation.
19198PRW66	VI	Project Work	<ul style="list-style-type: none"> ➤ Develop plans with relevant people to achieve the project's goals ➤ Break work down into tasks and determine handover procedures ➤ Identify links and dependencies, and schedule to achieve deliverables ➤ Estimate and cost the human and physical resources required, and make plans to obtain the necessary resources ➤ Allocate roles with clear lines of responsibility and accountability. ➤ Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis

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

Course outcomes (Cos)

M.Com

S.No	Semester	Course Code/Name	Course Outcome
19261SEC11	I	Marketing Research and Consumer Behaviour	<ul style="list-style-type: none"> ➤ This specialization lays the necessary groundwork for an overall successful marketing strategy ➤ Knowledge required to understand the state of your product before approaching the market strategy ➤ Interpret development of marketing research ➤ Identify the major influences in Consumer Behaviour ➤ Theory of Consumer behaviour and relates it to the practice of marketing. ➤ Demonstrate how knowledge of consumer behaviour can be applied to marketing

19261SEC14	I	Advanced Cost Management	<ul style="list-style-type: none"> ➤ Study of decision making and performance evaluation techniques in management accounting ➤ Understand decision making and performance evaluation techniques in management accounting. ➤ In modern competitive business environment, suitable business decision making is very crucial ➤ 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. ➤ Use standard costs to prepare budgets for planning and control purposes. ➤ Understand the principles of standard costing.
19261DSC15 A	I	Strategic Management	<ul style="list-style-type: none"> ➤ Understand the basic concepts and principles of strategic management analyse the internal and external environment of business. ➤ Develop and prepare organizational strategies that will be effective for the current business environment ➤ Devise strategic approaches to managing a business successfully in a global context
19261DSC15 B	I	Organizational Behaviour	<ul style="list-style-type: none"> ➤ Examine the differences and similarities between leadership, power, and management ➤ Impact that a company's structure and design can have on its organizational behavior ➤ Impact of culture on organizational behavior ➤ Analyze management issues as related to organizational behavior ➤ Examine challenges of effective organizational communication ➤ Evaluate ethical issues as related to organizational behavior

19261SEC 22	II	Total Quality Management	<ul style="list-style-type: none"> ➤ Given a product or a service type, the student manager will be able to enumerate and justify the dimensions of product quality or service quality for the same ➤ Given the quality gurus (Deming/ Juran/ Taguchi/ Crosby), the student manager will be able to justify their philosophies/ contributions in Quality Management. ➤ 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. ➤ 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 ➤ 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. ➤ Critically appraise the organisational, communication and teamwork requirements for effective quality management
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19261RMC2 6	II	Research Methodology	<ul style="list-style-type: none"> ➤ Assess critically the following methods: literature study, case study, structured surveys, interviews, focus groups, participatory approaches, narrative analysis, cost- ➤ Critically assess research methods pertinent to technology innovation research ➤ Understanding research questions and tools ➤ Experience in scientific writings ➤ Practice in various aspects of scientific publications ➤ Inculcation of research ethics
19261BRC27	II	Participation in bounded research	<ul style="list-style-type: none"> ➤ Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling ➤ Have basic knowledge on qualitative research techniques ➤ Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis ➤ Have basic awareness of data analysis-and hypothesis testing procedures ➤ knowledge for enabling students to develop data analytics skills and meaningful interpretation to the data sets so as to solve the business/Research problem. ➤ Describe sampling methods, measurement scales and instruments, and appropriate uses of each
19261SEC31	III	Project Planning and Control	<ul style="list-style-type: none"> ➤ Understand the How Subcontract Administration and Control is practiced in the Industry. ➤ Understand the contract management, Project Procurement, Service level Agreements and productivity ➤ Apply the risk management plan and analyse the role of stakeholders. ➤ Analyse the learning and understand techniques for Project planning, scheduling and Execution Control. ➤ Understand the conceptual clarity about project organization ➤ Understand project characteristics and various stages of a project

19261DSC34 B	III	Indian Financial System	<ul style="list-style-type: none"> ➤ Knowledge, understanding and skills in the area of international financial relations and tools for its implementation ➤ Knowledge and understanding of characteristics, activities, principles and specifics of international financial relations ➤ Ability to summarize and critically evaluate results obtained by researchers in the field of international financial relations ➤ Ability to analyze and use various sources of information and data in the field and make assessment ➤ Use methods in the field of international finance in practice ➤ Economic essence and currency classifications: the concept of currency and its basic classification; characteristics of currencies
19261SRC35	III	Scaffold Research (Societal Project)	<ul style="list-style-type: none"> ➤ To help students manage individual or team projects. ➤ Begin project-planning with a specific audience with a specific and pressing concern ➤ Let students design their own projects. Or require that projects iterate or counter existing cultural trends and patterns or that address compelling social concerns (e.g. Technology addiction). ➤ Use concept-mapping before, during, and after the project is completed. ➤ Give students the opportunities to use their specific gifts, skills, and backgrounds in completing the project. ➤ Help students brainstorm the opportunities for creative risk-taking at the beginning of a project.

19261SEC43	IV	Cooperation in India and Abroad	<ul style="list-style-type: none"> ➤ Know about the company law in the Abroad. ➤ Understand the use of the memorandum of association and article of association in a company, they also learn from this course ➤ Develop Professionals in the filed of Co-operation, Co-operative law and Management. ➤ Promote qualified, Skilled and professional manpower to manage the affairs of the Cooperative Institutions. ➤ Enhance the Knowledge base of the in-service Personnel on the subject Co-operation, Co-operative law and Co-operative Management. ➤ Enable the in-service personnel to develop skills on Co-operative Management Techniques
19261DSC44 A	IV	International Financial Management	<ul style="list-style-type: none"> ➤ Understand international capital and foreign exchange market. ➤ Identify and appraise investment opportunities in the international environment ➤ Identify risk relating to exchange rate fluctuations and develop strategies to deal with them ➤ Identify and evaluate foreign direct investment and international acquisition opportunities ➤ Develop strategies to deal with other types of country risks associated with foreign operations ➤ Express well considered opinion on issues relating to international financial management

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.
PROGRAM EDUCATIONAL OBJECTIVES	
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, striking 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 expertise 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

Course outcomes (Cos)

M.Phil.,

S.No	Semester	Course Code/Name	Course Outcome
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193COC13 A		Marketing Management	<ul style="list-style-type: none"> ➤ To introduce the concept of Marketing Mix as a framework for Marketing Decision making. ➤ To emphasize the need, importance and process of Marketing Planning and Control. ➤ To sensitize the students to the dynamic nature of Marketing Function. <ul style="list-style-type: none"> ➤ Understand fundamental marketing concepts, theories and principles in areas of marketing policy ➤ Apply the knowledge, concepts, tools necessary to understand challenges ➤ Understand the marketing concepts and its evolution ➤ The course helped the students to know the principles and Practices of Marketing Mix and Marketing Research.
193COC13 B	I	Human Resource Management	<ul style="list-style-type: none"> ➤ To understand the role of HRM in an organization ➤ To learn to gain competitive advantage through people ➤ To learn to study and design HRM system ➤ Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes ➤ Develop, implement, and evaluate employee orientation, training, and development programs. ➤ Understanding of the basic concepts, functions and processes of HRMS



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SCHOOL OF COMMERCE AND MANAGEMENT

DEPARTMENT OF COMMERCE

PO, CO, PSO

LOCAL, GLOBAL, NATIONAL, REGIONAL NEEDS

2017 REGULATION



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SCHOOL OF COMEMRCE AND MANAGEMENT

DEPARTMENT OF COMMERCE

- 1.1.1 -Curricula developed and implemented have relevance to the local, national, regional and global developmental needs which is reflected in Programme outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) of The Programmes**

LOCAL	
REGIONAL	
NATIONAL	
GLOBAL	



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Criterion I – Curricular Aspects

2017

Program Outcomes and Course outcomes of Department of Commerce

Programme offered:

S.No	Programme Name	PO and CO
1.	B.Com	Yes
2.	B.Com CA	Yes
3	M.Com	Yes

B.COM -17UGCOMGE

B.COM 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.
PEO6	To develop a strong foundation for the students in the different areas of commerce.

PEO7	To develop the skills required for applying the concepts and techniques in the field of Commerce.
PEO8	To build a strong attitude in the minds of students to work efficiently and effectively
PEO9	To make the students of B.Com to develop entrepreneurship skills.
PEO10	To make the students of B.Com to take the business decisions in an apt manner.
PEO11	To develop the students to work efficiently in different business environment.
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.
PSO5	To expose students about entrepreneurship.
PSO6	To enable a student to be capable of making decisions at personal and professional level.
B.COM PROGRAMME OUTCOME-PO	
PO1	Be critical of creative scholars.
PO2	Understanding across a broad range of business and commerce disciplines.
PO3	Have knowledge of applications commerce concepts principles.
PO4	Ethical, social and professional understanding.
PO5	Effective communication.

B.COM COURSES OUTCOME – CO

S.No	Semester	Course Code/Name	Course Outcome
17110 AEC 11	I	Tamil I	<ul style="list-style-type: none"> ➤ Learn the changes occurred in literature since classical period. ➤ Make use of vocabulary systematically. ➤ Understand how to lead one's life realizing the

			modernity and its environment/atmosphere.
17132AEC11	I	Advanced English	<ul style="list-style-type: none"> ➤ Develop vocabulary ➤ Read and comprehend literature ➤ Learn to edit and do proof read
17111AEC 12	I	English – I	<ul style="list-style-type: none"> ➤ Read and comprehend literature ➤ Appreciate poetry and prose ➤ Familiarize students with fiction.
17161SEC 13	I	Basic Accounting	<ul style="list-style-type: none"> ➤ Understanding the fundamental of financial accounting ➤ Develop the modern market economy ➤ Prepare the different kinds of financial statement ➤ Acquire conceptual knowledge of basics of accounting ➤ Identify and analyze the reasons for the difference between cash book and passbook balances ➤ Develop the skill of recording financial transactions and preparation of reports in accordance with GAAP
17161SEC 14	I	Business Environment	<ul style="list-style-type: none"> ➤ The course helped the students to understand the different types of environments which influence a business.
17161AEC 15	I	Marketing	<ul style="list-style-type: none"> ➤ The course helped the students to know the principles and Practices of Marketing Mix and Marketing Research.
17161AEC 16	I	Business Economics	<ul style="list-style-type: none"> ➤ The student learned the basic principles of Economics which help them in making logical business

			decisions.
17120SEC01AL	I	Packages Lab-I	<ul style="list-style-type: none"> ➤ Understand document creation. (MS-WORD)
17111SEC01L	I	Communicative English Lab-I	<ul style="list-style-type: none"> ➤ Understand grammar ➤ Develop listening skill
171INDCONS	I	Indian Constitution	<ul style="list-style-type: none"> ➤ Democratic values and citizenship Training are gained. ➤ Awareness on Fundamental Rights are established. ➤ The functions of union Government and State Government are learnt. ➤ The power and functions of the Judiciary learnt thoroughly. ➤ Appreciation of Democratic Parliamentary Rule is learnt.
17110 AEC 21	II	Tamil-II	<ul style="list-style-type: none"> ➤ Learn the changes occurred in literature since classical period. ➤ Make use of vocabulary systematically. ➤ Understand how to lead one's life realizing the modernity and its environment/atmosphere.
17132AEC21	II	Advanced English-II	<ul style="list-style-type: none"> ➤ Develop vocabulary ➤ Read and comprehend literature ➤ Learn to edit and do proof read
17111AEC 22	II	English – II	<ul style="list-style-type: none"> ➤ Read and comprehend literature ➤ Appreciate poetry and prose ➤ Familiarize students with fiction.
17161SEC 23	II	Business Accounting	<ul style="list-style-type: none"> ➤ The students gained knowledge on accounting mechanism which is necessary for the

			preparation of the business accounting.
17161SEC 24		Ethics in Business	➤ The course helped the students to know the importance of ethical principles in day to day business activities.
17161AEC 25	II	Business Statistics	➤ The course sharpened the analytical skills of the students to the business data effectively.
17161AEC 26	II	Business Organization and Management	➤ The course guided the students to know the fundamentals and the special characteristics of various business organization and Management.
17161RLS27	II	Research Led Seminar	➤ Student-led seminars (SLS) are being used as a teaching-learning method
17120SEC02AL	II	Packages Lab-II	➤ Understand calculation and statement preparation (MS-EXCEL)
17111SEC02L	II	Communicative English Lab - II	➤ Understand grammar ➤ Develop reading skills
17110 AEC 31	III	Tamil-III	➤ Learn the changes occurred in literature since classical period. ➤ Make use of vocabulary systematically. ➤ Understand how to lead one's life realizing the modernity and its environment/atmosphere.
17132AEC31	III	Advanced English-III	➤ Develop vocabulary ➤ Read and comprehend literature ➤ Learn to edit and do proof read

17111AEC 32	III	English – III	<ul style="list-style-type: none"> ➤ Read and comprehend literature ➤ Appreciate poetry and prose ➤ Familiarize students with fiction.
17161SEC 33	III	Cost Accounting	<ul style="list-style-type: none"> ➤ The students gained knowledge on cost ascertainment and cost control.
17161SEC 34	III	Banking Theory Law and Practice	<ul style="list-style-type: none"> ➤ The course helped the students to understand the basic important functions and principles and practices of Banking Theory Law in day to day business.
17161AEC 35	III	Business law For Managers	<ul style="list-style-type: none"> ➤ The course helped in gaining knowledge of basic laws and rules governing the business.
17161AEC 36	III	Essentials of Business Communication	<ul style="list-style-type: none"> ➤ The course helped the students in developing and improving their communicative Skills to sustain in the competitive Business World.
17161RMC37	III	Research Methodology	<ul style="list-style-type: none"> ➤ Ability to carry out independent literature survey corresponding to the specific publication type and assess basic computational frameworks used in mathematical researches.
17120SEC03AL	III	Packages Lab-III	<ul style="list-style-type: none"> ➤ Understand power point presentation (Slide Presentation)
17111SEC03L	III	Communicative English Lab-III	<ul style="list-style-type: none"> ➤ Understand grammar ➤ Develop speaking and writing skills

17110AEC 41	IV	Tamil – IV	<ul style="list-style-type: none"> ➤ Learn the changes occurred in literature since classical period. ➤ Make use of vocabulary systematically. ➤ Understand how to lead one's life realizing the modernity and its environment/atmosphere.
17132AEC41	IV	Advanced English - IV	<ul style="list-style-type: none"> ➤ Develop vocabulary ➤ Read and comprehend literature ➤ Learn to edit and do proof read
17111AEC 42	IV	English – IV	<ul style="list-style-type: none"> ➤ Read and comprehend literature ➤ Appreciate poetry and prose ➤ Familiarize students with fiction.
17161SEC 43	IV	Corporate Accounting	<ul style="list-style-type: none"> ➤ The course helped the students to familiarize with the basis accounting practices of corporate businesses.
17161SEC 44	IV	Advertising and sales Promotion	<ul style="list-style-type: none"> ➤ The course helped the students to understand the importance of Advertising and Salesmanship in a highly competitive business world.
17161AEC 45	IV	Company Law and Secretarial Practice	<ul style="list-style-type: none"> ➤ To course helped the students to learn the different terminologies in company law and secretarial practice.
17161AEC 46	IV	Office management	<ul style="list-style-type: none"> ➤ The course helped the students to know the importance of Office Management in the present competitive world.
17120SEC04AL	IV	Package Lab – IV	<ul style="list-style-type: none"> ➤ Understand database creation. (MS-ACCESS)
17111SEC04L	IV	Communicative English Lab - IV	<ul style="list-style-type: none"> ➤ Understand grammar ➤ Develop language and

			presentation skills
171ENVTSTU	IV	Environmental studies	➤ Students will be aware of and able to analyze the potential of literature and fine arts to communicate assumptions of value about human relations with the biosphere.
17161SEC51	V	Advanced Corporate Accounting	➤ The course helped the students to gain expert knowledge on advanced corporate accounting.
17161SEC52	V	Financial Management	➤ The students gained rich knowledge on financial decisions making and compositions of different securities in the total capital structure.
17161SEC53	V	Financial Services	➤ This course helped the students to compare and analyze the performance of various financial services available in the financial marketing
17161SEC54	V	Computer Application in Business	➤ The course helped the students to gain knowledge on Computer Application for various business activities.
17161DSC55A (Or) 17161DSC55B	V	Income Tax Law and Practice (Or) Co-Operation Theory	➤ understand the basic elements of Income Tax theory, Law and Practice. ➤ (OR) ➤ Understand the basic principles of co-operation and their applications to the various co-operative organization.
17120SEC05AL	V	Package lab – V	➤ Understand Animation
17111SEC05L	V	Communicative	➤ Develop communicative

		English Lab – V	skills
17161BRC56	V	Participation in Bounded Research	<ul style="list-style-type: none"> ➤ To get a job ➤ Understanding a bounded phenomenon are drawn and when a range of behaviors/profiles experiences
17161SEC61	VI	Management Accounting	<ul style="list-style-type: none"> ➤ The course helped the students to learn the analyzes and interpretation of financial statements and applications of Marginal costing and Standard costing techniques.
17161SEC62	VI	Entrepreneurship and Small Business Management	<ul style="list-style-type: none"> ➤ The course helped the students to learn the role of entrepreneurs and small businesses in the economic development of the country.
17161SEC63	VI	Auditing	<ul style="list-style-type: none"> ➤ The course helped the students to learn the principles and practices of auditing of various business organizations
17161DSC64A (Or) 17161DSC64B	VI	Principles of Insurance (Or) Cooperative Law and practice	<ul style="list-style-type: none"> ➤ The students gained knowledge in insurance principles and practices on life and general insurance ➤ (OR) ➤ understand all the important legal aspects of co-operative management from the incorporation stage to the winding up stage.
17161PRW66	VI	Project Work	<ul style="list-style-type: none"> ➤ Students will acquire the ability to make links across different areas of knowledge and to generate, develop and evaluate ideas and information so as to apply these skills to the project task.

17120SEC06AL	VI	Package Lab – VI	<ul style="list-style-type: none"> ➤ Create a simple animations techniques movie clip and graphic symbols.
17111SEC06L	VI	Communication English Lab - VI	<ul style="list-style-type: none"> ➤ Develop communicative skills ➤ To be a good team worker

B.COM – CURRICULUM MAPPING

Programme Educational Objectives VS Programme Outcome

Programme Outcome-PO Programme Educational Outcome-PEO	PO1	PO2	PO3	PO4	P05
PEO1	*	*			
PEO2		*	*		*
PEO3			*	*	
PEO4				*	
PEO5					*

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M.COM -17PGCOMGE

M.COM 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.
PEO5	To expose students to domestic and international monetary systems
PEO6	To enable students to understand principles & systems of note issue
PEO7	To familiarize with issues relating to conversion of currencies.

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.
PSO5	To enhance the computer literacy and its applicability in business through latest version on tally and e-commerce principles.
PSO6	To create awareness in application oriented research through research for business decisions.
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.

Course outcomes (Cos)

M.Com

M.COM COURSES OUTCOME – CO

S.No	Semester	Course Code/Name	Course Outcome
17261SEC11	I	Marketing research and Consumer Behavior	➤ The course helped the students to understand Marketing Research and Consumer Behaviour.
17261SEC12	I	Human Resource management	➤ The students provided basic knowledge of human resource management and its importance in the working of Organization.
17261SEC13	I	Services Marketing	➤ The course helped the students to identify the different types of services and their marketability.
17261SEC14	I	Advanced Cost Management	➤ The course helped the students to gain expert knowledge in Cost Management.
17261DSC15A (Or) 17261DSC15B	I	Strategic Management (Or) Organizational Behaviour	<p>➤ The course helped the students to gain knowledge incorporate strategy formulation and SWOT analysis.</p> <p>➤ (OR)</p> <p>➤ The course helped the students to learn about the Organizational Behaviour in depth.</p>
17261RLS16	I	Research Led Seminar	➤ Student-led seminars (SLS) are being used as a teaching-learning method.
17261SEC21	II	Quantitative Techniques For Decision Making	➤ The course helped the students to understand important quantitative techniques and their applications in solving business problems.
17261SEC22	II	Entrepreneurial Development in India	➤ The course helped the students to identify the current trends in Entrepreneurial Development and the innovation of new products and services through different project appraisal.
17261SEC23	II	Advanced Management	➤ The courses guided the

		Accounting	students in taking vital managerial decisions by using the available tools to the maximum efficiency of the business.
17261DSC24A (Or) 17261DSC24B	II	Corporate Legal Frame Work (Or) Industrial Relations and Labour law	<ul style="list-style-type: none"> ➤ The students are now familiarized with the principles of legal and regulatory framework of corporate business. ➤ (OR) ➤ The course helped the students to understand the provisions of labour and Industrial Related laws.
17261RMC25	II	Research Methodology	<ul style="list-style-type: none"> ➤ Ability to develop research questions and the various research strategies, and compile research results in terms of journal manuscripts.
17261BRC26	II	Participation in Bounded Research	<ul style="list-style-type: none"> ➤ Participatory research comprises a range of methodological approaches and techniques, all with the objective of handing power from the researcher to research participants, who are often community members or community-based organizations.
17261SEC31	III	Project Planning and Control	<ul style="list-style-type: none"> ➤ The course helped the students to learn the issues relating to project management and control.
17261SEC32	III	Advanced Corporate Accounting	<ul style="list-style-type: none"> ➤ The course helped the students to gain expert knowledge in Advanced Corporate Accounting.
17261SEC33	III	Investment Management	<ul style="list-style-type: none"> ➤ Students are now aware of the scope of Investment Management and the role of SEBI in regulating securities market.
17261DSC34A (Or)	III	Indian Financial System (Or)	<ul style="list-style-type: none"> ➤ The Course helped the students to understand the overall functioning of Indian

17261DSC34B		International Marketing	<p>financial system.</p> <p>➤ (OR)</p> <p>➤ The course helped the students to learn the importance of International Marketing and the</p> <p>➤ role of exporting assisting Institutions.</p>
17261SRC36	III	Participation in Scaffold Research (Societal Project)	<p>➤ Practice research skills, including evaluation of sources, paraphrasing and summarizing relevant information, and citation of sources used.</p>
17261SEC41	IV	Income Tax Law and Tax Planning	<p>➤ The course helped the students to know how to compute Income of an individual under various heads and to reduce the tax burden through ideal tax planning schemes.</p>
17261SEC42	IV	International Business	<p>➤ The course helped the students to learn the importance of Global Business and the functioning of Multinational Corporation.</p>
17261SEC43	IV	Co- Operation in India and Abroad	<p>➤ The course helped the students to learn the basic principles of co-operation and their applications in India and Abroad.</p>
17261DSC44A (Or) 17261DSC44B	IV	<p>Information Technology and Computer Applications</p> <p>(Or) International Financial Management</p>	<p>➤ The course helped the students to understand the broad nature of application of Information Technology.</p> <p>➤ (OR)</p> <p>➤ The course helped the students to learn the finance function in the international context.</p>
17261PRW45	IV	Project Work	<p>➤ The Master of commerce is comprised of exact coursework followed by a full</p>

			year of research. Courses often include advanced level group projects and/or individual research project.
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M.COM – CURRICULUM MAPPING

Programme Educational Objectives VS Programme Outcome

Programme Outcome- POProgramme Educational Outcome-PEO	PO1	PO2	PO3	PO4
PEO1		*	*	
PEO2	*			*
PEO3		*	*	*
PEO4				*

B.COM CA -17UGCOMCA

B.COM CA PROGRAMME EDUCATIONAL OBJECTIVES – PEO	
PEO1	To provide a strong foundation in Accounting, Finance, Business Laws and Taxation to the learners.
PEO2	To Motivate them to pursue Higher Education like M. Com, M.B.A, C.A.
PEO3	To provide sufficient knowledge and skills to learners to seek employment or for managing business organization effectively.
PEO4	To provide essential courses and special guidance to become a successful entrepreneur.
PEO5	To nurture the learners with the intellectual, personal & societal skills for a holistic education.
PEO6	To enable every student to cope up with the latest developments in contemporary, national and global level through effective transaction of the curricular and co-curricular aspects.
PEO7	To impart quality and need based education, to sensitize the students to their

	changing roles in society through awareness raising activities.
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	Graduates will be able to develop strong understanding of core Commerce and Computer Application courses.
PO2	Able to take up challenging career options in Commerce and IT sector.
PO3	Motivated to pursue higher education.
PO4	Gain updated knowledge to take up employment.
PO5	Become ethically and socially responsible commerce graduates with computer application knowledge.

Course outcomes (Cos)

B.Com (CA)

B.COM CA COURSE OUTCOME –CO			
S.No	Semester	Course Code/Name	Course Outcome
17110AEC11	I	Tamil -I	<ul style="list-style-type: none"> ➤ Learn the changes occurred in literature since classical period. ➤ Make use of vocabulary systematically. ➤ Understand how to lead one's life realizing the modernity and its environment/atmosphere.

17111AEC11	I	Advanced English -I	<ul style="list-style-type: none"> ➤ Develop vocabulary ➤ Read and comprehend literature ➤ Learn to edit and do proof reading
17111AEC12	I	English I	<ul style="list-style-type: none"> ➤ Read and comprehend literature ➤ Appreciate poetry and prose ➤ Familiarize students with fiction.
17198SEC 13	I	Financial Accounting	<ul style="list-style-type: none"> ➤ The course helped the students the principles and objectives of basic Financial accounting.
17198SEC 14	I	Business Management	<ul style="list-style-type: none"> ➤ This course should be helped the students taking better decision making process.
17198AEC 15	I	Information Technology	<ul style="list-style-type: none"> ➤ This course will be guided to the student business technologies around the world.
17198AEC 16	I	Operating System	<ul style="list-style-type: none"> ➤ Students will be able to: Analyze the structure of OS and basic architectural components involved in OS design.
17120SEC01AL	I	Packages Lab-I	<ul style="list-style-type: none"> ➤ Understand document creation. (MS-WORD)
17111AEC01L	I	Communicative English Lab-I	<ul style="list-style-type: none"> ➤ Understand grammar ➤ Develop listening skill
171INDCONS	I	Indian Constitution	<ul style="list-style-type: none"> ➤ Democratic values and citizenship Training are gained. ➤ Awareness on Fundamental Rights are established. ➤ The functions of union Government and State Government are learnt.

			<ul style="list-style-type: none"> ➤ The power and functions of the Judiciary learnt thoroughly. Appreciation of Democratic Parliamentary Rule is learnt.
17110AEC21	II	Tamil -II	<ul style="list-style-type: none"> ➤ Learn the changes occurred in literature since classical period. ➤ Make use of vocabulary systematically. ➤ Understand how to lead one's life realizing the modernity and its environment/atmosphere.
	II	Advanced English -II	<ul style="list-style-type: none"> ➤ Develop vocabulary ➤ Read and comprehend literature ➤ Learn to edit and do proof read
17111AEC22	II	English II	<ul style="list-style-type: none"> ➤ Read and comprehend literature ➤ Appreciate poetry and prose ➤ Familiarize students with fiction.
17198SEC 23	II	Advertising and Salesmanship	<ul style="list-style-type: none"> ➤ The course helped the students to understand the importance of Advertising and Salesmanship in a highly competitive business world.
17198SEC 24	II	Business Law	<ul style="list-style-type: none"> ➤ Students will demonstrate competent knowledge and understanding of substantive and, to the extent applicable, procedural law related to corporations
17198AEC 25	II	Programming in C	<ul style="list-style-type: none"> ➤ After the completion of this course, the students will be able to develop applications.

17198AEC26L	II	Programming in C Lab	Understanding a functional hierarchical code organization. Ability to define and manage data structures based on problem subject domain
17198RLS27	II	Research Led seminar	➤ Students will be able to new technologies and research skill development.
17120SEC02AL	II	Package lab – II	➤ Understand calculation and statement preparation (MS-EXCEL)
17111SEC02L	II	Communicative English Lab -II	➤ Understand grammar ➤ Develop reading skills
17110AEC31	III	Tamil -III	➤ Learn the changes occurred in literature since classical period. ➤ Make use of vocabulary systematically. ➤ Understand how to lead one's life realizing the modernity and its environment/atmosphere.
17111AEC31	III	Advanced English -III	➤ Develop vocabulary ➤ Read and comprehend literature ➤ Learn to edit and do proof read
17111AEC 32	III	English – III	➤ Read and comprehend literature ➤ Appreciate poetry and prose ➤ Familiarize students with fiction.

17198SEC 33	III	Cost Accounting	➤ The students gained knowledge on cost ascertainment and cost control
17198SEC 34	III	Banking Theory Law and	➤ The course helped the students to understand the

		Practice	basic important functions and principles and practices of Banking Theory Law in day to day business.
17198AEC 35	III	Programming in C++	➤ Apply C++ features to program design and implementation.
17198AEC 36L	III	Programming in C++ lab	➤ The course is to build students' conceptual and practical skills in building software projects in the C++ programming language to reasonably advanced level.
17198RMC37	III	Research Methodology	➤ Ability to carry out independent literature survey corresponding to the specific publication type and assess basic computational frameworks used in mathematical researches.
17120SEC03AL	III	Package lab – III	➤ Understand power point presentation (Slide Presentation)
17111SEC03L	III	Communicative English Lab – III	<ul style="list-style-type: none"> ➤ Understand grammar ➤ Develop speaking and writing skills
17110AEC 41	IV	Tamil – IV	<ul style="list-style-type: none"> ➤ Learn the changes occurred in literature since classical period. ➤ Make use of vocabulary systematically. ➤ Understand how to lead

			one's life realizing the modernity and its environment/atmosphere.
17132AEC41	IV	Advanced English - IV	<ul style="list-style-type: none"> ➤ Develop vocabulary ➤ Read and comprehend literature ➤ Learn to edit and do proof read
17111AEC 42	IV	English – IV	<ul style="list-style-type: none"> ➤ Read and comprehend literature ➤ Appreciate poetry and prose ➤ Familiarize students with fiction.
17198SEC43	IV	Auditing	<ul style="list-style-type: none"> ➤ This course helped the students that who to calculated financial activities
17198SEC44	IV	Business Statistics	<ul style="list-style-type: none"> ➤ The ability to apply fundamental concepts in exploratory data analysis. Distinguish between different types of data
17198AEC45	IV	Visual Basic Programming	<ul style="list-style-type: none"> ➤ This course will be helped the students understanding on database operations
17198AEC46L	IV	Visual Basic Programming Lab	<ul style="list-style-type: none"> ➤ Visual Basic provides a huge number of graphics tools that students can be used to solve all sorts of problems.
17120SEC04A	IV	Package Lab – IV	<ul style="list-style-type: none"> ➤ Understand database creation. (MS-ACCESS)
17111SEC04L	IV	Communicative English Lab -IV	<ul style="list-style-type: none"> ➤ Understand grammar ➤ Develop language and

			presentation skills
171ENVSTU	IV	Environmental Studies	<ul style="list-style-type: none"> ➤ Students will be aware of and able to analyze the potential of literature and fine arts to communicate assumptions of value about human relations with the biosphere.
17198SEC51	V	Corporate Accounting	<ul style="list-style-type: none"> ➤
17198SEC52	V	Business Economics	<ul style="list-style-type: none"> ➤ Students learned through this course about economics structure, police and application
17198SEC53	V	Financial Management	<ul style="list-style-type: none"> ➤ This course guided the student's various relationship among the financial movements ✓
17198SEC54	V	Software Engineering	<ul style="list-style-type: none"> ➤ The student would understand the problem; plans; top-down design / stepwise refinement; recognition of similarities between problems leading to adaptation and reuse. ✓
17198DSC55A	V	Management Information System	<ul style="list-style-type: none"> ➤ Describe managing the digital firm evaluate the role of information system in today's competitive business environment.
17198DSC55B		Investment Management	<ul style="list-style-type: none"> ➤ Understand the leadership role of management information systems in achieving business competitive advantage through informed decision

			making.
17198BRC56	V	Participation in Bounded Research	<ul style="list-style-type: none"> ➤ Understanding a bounded phenomenon are drawn and when a range of behaviors/profiles, experiences
17120SEC06AL	V	Package Lab – VI	<ul style="list-style-type: none"> ➤ Understand Animation
17111SEC05L	V	Communicative English lab V	<ul style="list-style-type: none"> ➤ Develop communicative skills ➤ To get a job
17198SEC61	VI	Management Accounting	<ul style="list-style-type: none"> ➤ The course helped the students to learn the analyzes and interpretation of financial statements and applications of Marginal costing and Standard costing techniques.
17198SEC62	VI	Income Tax Law and Practice	<ul style="list-style-type: none"> ➤ This study material has been published to aid the students in preparing for the tax laws and practice paper of the CS Executive programme. ➤
17198SEC63	VI	Database Management System	<ul style="list-style-type: none"> ➤ Understand database concept and structures and query language. ➤
17198DSC64A	VI	E- Commerce	<ul style="list-style-type: none"> ➤ Understand and be able to use Assembly Language. ➤ Understand number systems and the ASCII character set as to how they relate to developing and writing Assembly Language programs. ➤ Understand the basic architectural structure, and

17198DSC64B		Web Designing	<p>the various hardware components including Input/output, Memory, and Control Systems.</p> <ul style="list-style-type: none"> ➤ Understand the purpose of each of the architecture registers. ➤ Recognize the relationship of high-level programming language constructs to the equivalent Assembly Language instructions. ➤ Acquire knowledge about functionalities of world wide web <p>Explore markup languages features and create interactive web pages using them</p> <p>Learn and design Client side validation using scripting languages</p> <p>Acquire knowledge about Open source JavaScript libraries</p> <p>Able to design front end web page and connect to the back end databases.</p>
17198PRW66	VI	Project Work	<ul style="list-style-type: none"> ➤ Students will acquire the ability to make links across different areas of knowledge and to generate, develop and evaluate ideas and information so as to apply these skills to the project task.
17120SEC06AL	VI	Package Lab – VI	<ul style="list-style-type: none"> ➤ Create a simple animations techniques movie clip and graphic symbols.
17111SEC06L	VI	Communicative English lab - VI	<ul style="list-style-type: none"> ➤ Develop communicative skills ➤ To be a good team worker

B.COM CA – CURRICULUM MAPPING**Programme Educational Objectives VS Programme Outcome**

Programme Outcome-PO Programme Educational Outcome-PEO	PO1	PO2	PO3	PO4	PO5
PEO1	*	*			
PEO2		*	*		*
PEO3			*	*	
PEO4				*	
PEO5					*


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



PONNAIYAH RAMAJAYAM INSTITUTE OF
SCIENCE & TECHNOLOGY (PRIST)

Declared as DEEMED-TO-BE-UNIVERSITY
U/s 3 of UGC Act, 1956

**SCHOOL OF COMMERCE
AND MANAGEMENT**

DEPARTMENT OF MANAGEMENT

**LOCAL, NATIONAL,
REGIONAL, GLOBAL NEEDS**

**2023
REGULATION**

Criterion I – Curricular Aspects

Key Indicator	1.1	Curriculum Design and Development
Metric	1.1.1	Curriculum developed and implemented have relevance to the local, national, regional and global developmental needs which is reflected in Programme outcomes (POs), Programme Specific Outcomes (PSOs) and Course Outcomes (COs) of the Programmes offered by the University

Write description in maximum of 200 words



**PONNAIYAH RAMAJAYAM INSTITUTE OF
SCIENCE & TECHNOLOGY (PRIST)**

Declared as DEEMED-TO-BE-UNIVERSITY
U/s 3 of UGC Act, 1956

2023 REGULATION

Programme offered:

SL.No	PROGRAMME NAME	PO and CO
1.	BBA (Management)	Yes
2.	MBA (Management)	Yes

Local need	
Regional need	
National need	
Global need	

**SCHOOL OF COMMERCE AND MANAGEMENT
DEPARTMENT OF MANAGEMENT**

BBA- 23PGBBAGE 2023 REGULATION

BBA PROGRAM EDUCATIONAL OBJECTIVES –PEO

PEO 1 - Develop Critical Thinking and Analytical Skills: The program aims to equip students with the ability to analyze complex business situations, evaluate alternatives, and make informed decisions. It focuses on enhancing students' problem-solving, critical thinking, and decision-making skills, enabling them to think strategically and effectively in dynamic business environments.

PEO 2 - Foster Leadership and Teamwork Abilities: Graduates will be prepared to take on leadership roles in organizations and collaborate effectively within teams. The program encourages the development of interpersonal and communication skills, leadership qualities, and the ability to work in diverse, multicultural teams to solve business challenges.

PEO 3 - Provide Knowledge of Core Business Functions: The program ensures students acquire a strong foundation in key areas of business management, including marketing, finance, operations, human resources, and entrepreneurship. This comprehensive knowledge prepares them to contribute to the management and strategic decision-making processes of an organization.

PEO 4 - Instill Ethical and Social Responsibility: The program emphasizes the importance of ethical decision-making and corporate social responsibility (CSR). Students are educated on the impact of business decisions on society, the environment, and stakeholders, fostering a sense of ethical responsibility in their future careers.

PEO 5 - Enhance Global Business Awareness: Students are exposed to global business trends, practices, and cross-cultural issues. The program aims to prepare them for a career in the international business arena by developing an understanding of global markets, international trade, and the challenges and opportunities of operating in a globalized economy.

BBA PROGRAMME SPECIFIC OUTCOME-PSO

PSO1: To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.

PSO 2: To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.

PSO 3: To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.

PSO 4: Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.

PSO 5: Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.

BBA PROGRAMME OUTCOME-PO

PO1: Disciplinary knowledge: Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study

PO2: Communication Skills: Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.

PO3: Critical thinking: Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.

PO4: Problem solving: Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.

PO5: Analytical reasoning: Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and addressing opposing viewpoints.

PO6: Research-related skills: A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesising and articulating; Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan, execute and report the results

of an experiment or investigation

PO7: Cooperation/Team work: Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team

PO8: Scientific reasoning: Ability to analyse, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.

PO9: Reflective thinking: Critical sensibility to lived experiences, with self awareness and reflexivity of both self and society.

PO10 Information/digital literacy: Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.

COURSE OUTCOMES

COUSE CODE	SEMESTER	COURSE TITLE	➤ COUSE OUTCOMES (CO)
SEMESTER I			
23160AEC 13	I	Principles of Management	<ul style="list-style-type: none"> ➤ Describe nature, scope, role, levels, functions and approaches of management ➤ Apply planning and decision making in management ➤ Identify organization structure and various organizing techniques ➤ Understand Direction, Co-ordination & Control mechanisms ➤ Relate and infer ethical practices of organisation
23160AEC 14		Accounting for Managers I	<ul style="list-style-type: none"> ➤ Prepare Journal, ledger, trial balance and cash book ➤ Classify errors and making rectification entries ➤ Prepare final accounts with adjustments ➤ To understand Hire Purchase system ➤ Prepare single and double entry system of accounting.
23160GEC 15		Managerial Economics	<ul style="list-style-type: none"> ➤ Analyze & apply the various managerial economic concepts in individual & business decisions. ➤ Explain demand concepts, underlying theories and identify demand forecasting techniques. ➤ Employ production, cost and supply analysis for business decision making ➤ Identify pricing strategies ➤ Classify market structures under competitive scenarios.
23160GEC 16		Marketing Management	<ul style="list-style-type: none"> ➤ To list and identify the core concepts of Marketing and its mix. ➤ To sketch the market segmentation, nature of product,

			<p>PLC</p> <ul style="list-style-type: none"> ➤ To analyze the appropriate pricing methods ➤ To determine the importance of various media ➤ To assess the sales force and applications of digital marketing
23160SEC 17	Managerial Skill Development		<ul style="list-style-type: none"> ➤ Identify the personal qualities that are needed to sustain in the world of work. ➤ Explore more advanced Management Skills such as conflict resolution, empowerment, working with teams and creating a positive environment for change. ➤ Acquire practical management skills that are of immediate use in management or leadership positions. ➤ Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions. ➤ Make persuasive presentations that reveal strong written and oral communication skills needed in the workplace.
23160SEC 18	Foundation course		<ul style="list-style-type: none"> ➤ Develop a strong understanding of the basic principles of management, economics, and business that form the foundation of a BBA program. ➤ Identify the core functions of business, such as marketing, finance, operations, and human resources, and their interconnections. ➤ Enhance problem-solving and decision-making abilities using foundational concepts in business and management. ➤ Demonstrate the ability to apply fundamental business theories to practical scenarios and case studies. ➤ Develop an understanding of the role of business in society, its ethical implications, and its contribution to economic development.
231AECCI NC	Indian Constitution		<ul style="list-style-type: none"> ➤ Understand the historical context, structure, and significance of the Indian Constitution as the supreme law of India. ➤ Familiarize students with the fundamental rights and duties of citizens, as outlined in the Constitution, and their implications for business and governance. ➤ Develop an understanding of the federal structure, separation of powers, and the functioning of the legislative, executive, and judiciary branches in India. ➤ Analyze the role of the Constitution in shaping legal frameworks, policies, and practices in business and governance. ➤ Appreciate the importance of constitutional values such as justice, equality, and democracy in the functioning of

231LSCUV		Universal Human Values	<p>Indian society and businesses.</p> <ul style="list-style-type: none"> ➤ Understand the basic concepts of human values, ethics, and morality, and their relevance in personal, professional, and societal contexts. ➤ Reflect on universal human values such as respect, compassion, honesty, and integrity, and apply them to decision-making and behavior. ➤ Develop a sense of social responsibility, community involvement, and sustainable development as essential aspects of human values. ➤ Analyze ethical dilemmas and conflicts from multiple perspectives, emphasizing the need for responsible leadership and decision-making. ➤ Cultivate empathy, emotional intelligence, and self-awareness to foster positive relationships and effective communication in diverse environments.
SEMESTER II			
23160AEC 23	II	Business communication	<ul style="list-style-type: none"> ➤ Understand communication process and its barriers. ➤ Develop business letters in different scenarios ➤ Develop oral communication skills & conducting interviews ➤ Use managerial writing for business communication ➤ Identify usage of modern communication tools & its significance for managers
23160AEC 24		Accounting for Managers II	<ul style="list-style-type: none"> ➤ Interpret cost sheet & write comments. ➤ Compare cost, management & financial accounting ➤ Analyze the various ratio and compare it with standards to assess deviations ➤ Estimate budget and use budgetary control ➤ Evaluate marginal costing and its components
23160GEC 25		International Trade	<ul style="list-style-type: none"> ➤ Discuss the modes of entry to International Business ➤ Explain international trade theories ➤ Understand Foreign exchange market and FDI ➤ Outline the Global Business Environment ➤ Identify the relevance of international institutions and trading blocs.
23160GEC 26		Business Ethics	<ul style="list-style-type: none"> ➤ Understand the core principles of business ethics, including ethical decision-making, corporate governance, and social responsibility. ➤ Analyze ethical issues in business, such as corporate fraud, employee relations, environmental sustainability, and consumer rights.

			<ul style="list-style-type: none"> ➤ Develop the ability to evaluate business practices from an ethical standpoint, balancing profit-making with ethical responsibility. ➤ Learn to create and implement ethical guidelines and policies within organizations to promote a culture of integrity and transparency. ➤ Understand the role of ethics in leadership and organizational behavior, and its impact on reputation, stakeholder trust, and long-term success.
23160SEC 27		E-Business	<ul style="list-style-type: none"> ➤ To define and understand the basic concepts of business done through web ➤ To Examine and apply web tools in real-time business situations. ➤ To analyze the security threats in e-business. ➤ To evaluate strategies for marketing. ➤ To prepare the environment for e-business.
23160SEC 28		Elements of Insurance	<ul style="list-style-type: none"> ➤ Gain an understanding of the basic concepts and principles of insurance, including risk management, types of insurance, and the role of insurance in business and society. ➤ Learn about various types of insurance policies (life, health, property, etc.), their coverage, and the underwriting process. ➤ Understand the functions and benefits of insurance, both for individuals and businesses, including the protection of assets and risk mitigation. ➤ Develop an understanding of the legal and regulatory aspects of the insurance industry, including policies, claims, and settlements. ➤ Analyze the role of insurance companies in economic development and the global financial system, and evaluate their contribution to financial stability and risk management.
231AECC CMS		Communication Skills	<ul style="list-style-type: none"> ➤ Develop effective verbal, non-verbal, and written communication skills for professional and business settings. ➤ Enhance public speaking, presentation, and interpersonal communication skills to engage with various audiences confidently. ➤ Understand the importance of active listening and feedback in communication, and improve skills for clear and concise message delivery. ➤ Master the art of business correspondence, including emails, reports, memos, and other professional documents. ➤ Develop the ability to communicate across cultures and diverse business environments, demonstrating cultural

231SSCBE		Basic Behavioural Etiquette	<p>sensitivity and professionalism.</p> <ul style="list-style-type: none"> ➤ Understand the importance of professional behavior and etiquette in personal and professional interactions. ➤ Develop a sense of appropriate behavior, dress codes, and body language for various business environments, including meetings, interviews, and conferences. ➤ Learn the key aspects of social etiquette, including greetings, introductions, and conversation skills, to foster positive relationships. ➤ Recognize the role of emotional intelligence in professional interactions, focusing on empathy, respect, and conflict resolution. ➤ Cultivate confidence, professionalism, and a positive attitude, helping students to create a good first impression and maintain lasting business relationships.
SEMESTER III			
23160AEC 33		Business Environment	<ul style="list-style-type: none"> ➤ To understand the concepts of Business Environment. ➤ To apply knowledge in the business and strategic decisions. ➤ To analyze the importance of business in various social groups. ➤ To evaluate the types of economic environment and its impact on business. ➤ To construct and assess the environment for real-time business
23160AEC 34		Organizational Behavior	<ul style="list-style-type: none"> ➤ To define Organisational Behaviour, Understand the opportunity through OB. ➤ To apply self-awareness, motivation, leadership and learning theories at workplace. ➤ To analyze the complexities and solutions of group behaviour. ➤ To impact and bring positive change in the culture of the organisation. ➤ To create a congenial climate in the organization.
23160GEC 35		Business Statistics	<ul style="list-style-type: none"> ➤ Measures of Central Tendency ➤ Measures of Variation ➤ Analyze of Time Series ➤ Understand Index Numbers ➤ Test Hypothesis
23160GEC 36	III	Computer Application in Business	<ul style="list-style-type: none"> ➤ Demonstrate hands on experience with Ms-word for business activities ➤ Demonstrate hands on experience with Ms-Excel for business activities ➤ Demonstrate hands on experience with Ms-power

			<p>point for business activities</p> <ul style="list-style-type: none"> ➤ Demonstrate hands on experience with Tally for business activities ➤ Demonstrate hands on experience with Tally for reporting in business
23160SEC 37		Intellectual Property Rights	<ul style="list-style-type: none"> ➤ Imbibe the knowledge of IPR through various laws ➤ Apply the knowledge of patents ➤ Understand the process of acquiring a trademark ➤ Create an awareness about copyrights ➤ Understand geographical indicators
23160SEC 38		Tally. ERP 9	<ul style="list-style-type: none"> ➤ To understand about the basic accounting and Tally. ERP 9 ➤ Identify the maintained of Ledger and inventory system ➤ Creation of various vouchers and bill wise details ➤ Understand various taxes returns and filing ➤ Relate and infer various reports generated in Tally. ERP 9
23160RMC 39		Research Methodology	<ul style="list-style-type: none"> ➤ Understand the concepts and principles of Research ➤ Comprehend and decide the usage of design and formulate hypothesis ➤ Analyze data collection sources and tools ➤ Summarize and establish solutions through data analysis ➤ Compare and justify the process of writing and organizing a research report.
231ACLSO AN		Office Automation	<ul style="list-style-type: none"> ➤ Gain proficiency in using office software applications, including word processors (e.g., Microsoft Word), spreadsheets (e.g., Microsoft Excel), and presentation tools (e.g., Microsoft PowerPoint). ➤ Understand how to effectively use digital tools to streamline office tasks, such as document management, data analysis, and scheduling. ➤ Develop the ability to create and manage professional documents, reports, and presentations using advanced features of office automation software. ➤ Learn the basic principles of data organization, storage, and retrieval, including using databases and cloud-based tools for file management. ➤ Understand the importance of automation in increasing office efficiency and productivity, and apply automation tools to optimize workflow and project management.

SEMESTER IV			
23160AEC 43	IV	Human Resource Management	<ul style="list-style-type: none"> ➤ Explain the concepts, functions and process of HRM ➤ Examine the selection and placement process ➤ Evaluate the training and performance appraisal ➤ Understand the employee engagement and compensation ➤ Understand the recent trends in HR
23160AEC 44		Business Regulatory Frame Work	<ul style="list-style-type: none"> ➤ Explain Indian Contracts Act ➤ Understand Sales of goods act and Contract of Agency ➤ Understand Indian Companies Act 1956 ➤ Understand Consumer Protection Act – RTI ➤ Understand Cyber law
23160GEC 45		Financial Services	<ul style="list-style-type: none"> ➤ List types of financial services and their role ➤ Recognize role and functions of merchant banker and capital market ➤ Compare and contrast factoring, leasing, hire purchase and consumer Finance ➤ Understand Consumer Finance, Venture capital and credit rating ➤ Understand mutual funds and its functions
23160GEC 46		Operation Research	<ul style="list-style-type: none"> ➤ Analyse Linear Programming ➤ Analyse Transportation problem ➤ Analyse Assignment problem ➤ Analyse Network models ➤ Analyse Game Theory and Decision Theory
23160SEC 47		Information Technology Concepts	<ul style="list-style-type: none"> ➤ Understand the fundamental concepts and terminology of information technology, including hardware, software, and networks. ➤ Demonstrate proficiency in using common office software applications, such as word processors, spreadsheets, and presentation tools. ➤ Develop the ability to use and manage digital data, including databases, and understand their relevance in business operations. ➤ Analyze and evaluate IT infrastructure for business solutions, including cloud computing, cybersecurity, and enterprise systems. ➤ Apply basic coding or programming skills to solve business problems or automate tasks.
23160SEC 48		Salesmanship	<ul style="list-style-type: none"> ➤ Understand the core principles and strategies of effective selling and sales management.

			<ul style="list-style-type: none"> ➤ Develop strong communication, persuasion, and negotiation skills to build customer relationships and close sales. ➤ Analyze customer needs and deliver customized sales presentations, addressing objections and overcoming challenges. ➤ Understand the ethics and social responsibility in sales, promoting ethical conduct in business practices. ➤ Apply the principles of customer service, follow-up, and post-sale support to enhance customer satisfaction and loyalty.
23161BRC 49	Participation in Bounded Research		<ul style="list-style-type: none"> ➤ Gain a thorough understanding of research methodologies and their application in business-related studies. ➤ Develop the ability to design and conduct research within a specific area of business, including problem formulation, hypothesis testing, and data analysis. ➤ Analyze and interpret research findings using statistical tools and software, and make informed decisions based on results. ➤ Gain experience in writing and presenting research reports, summarizing findings, and providing recommendations to stakeholders. ➤ Demonstrate the ability to work independently and as part of a team, while maintaining ethical standards and academic integrity in research.
231AECCE VS	Environmental Studies		<ul style="list-style-type: none"> ➤ Understand the interrelationships between human activities, the environment, and sustainability challenges. ➤ Analyze key environmental issues, such as pollution, climate change, and biodiversity loss, and their impacts on society and business. ➤ Develop the ability to propose sustainable business practices that contribute to environmental protection and conservation. ➤ Understand and apply national and international environmental laws, policies, and regulations in business contexts. ➤ Cultivate awareness and responsibility towards environmental conservation in personal and professional life.
231LCSC LS	Leadership and Management Skills		<ul style="list-style-type: none"> ➤ Develop a strong understanding of leadership theories, styles, and practices, and their relevance to business success. ➤ Improve managerial skills, including planning, organizing, staffing, and controlling business operations effectively. ➤ Demonstrate the ability to motivate and inspire teams,

			<p>fostering collaboration, productivity, and organizational growth.</p> <ul style="list-style-type: none"> ➤ Understand conflict resolution, decision-making processes, and the role of leadership in driving organizational change. ➤ Cultivate a mindset of ethical leadership, with an emphasis on leading with integrity, responsibility, and a focus on long-term organizational success.
SEMESTER V			
23160AEC 51	V	Advertising Management and Sales Promotion	<ul style="list-style-type: none"> ➤ Understand the key concepts, principles, and strategies involved in advertising and sales promotion. ➤ Develop the ability to design and implement effective advertising campaigns across various media platforms (digital, print, etc.). ➤ Understand the role of branding and positioning in advertising and its impact on consumer behavior and business outcomes. ➤ Analyze the effectiveness of advertising and promotional strategies through metrics and feedback, optimizing for better results. ➤ Learn to integrate advertising with other marketing elements (e.g., product development, pricing, distribution) to create a cohesive marketing strategy.
23160AEC 52		Consumer Behavior	<ul style="list-style-type: none"> ➤ Explain the concept of Consumer Behaviour & describe Consumer research process in detail. ➤ Interpret psychological and environmental influences that are relevant for understanding consumer behaviour. ➤ Analyze the consumer decision process. ➤ Assess the impact of consumer's motivation, personality on the buying behaviour. ➤ Determine customer satisfaction and consequent post purchase behavior
23160AEC 53		Operations Management	<ul style="list-style-type: none"> ➤ Understand the core concepts of operations management, including production, quality control, and supply chain management. ➤ Apply quantitative techniques and decision-making tools to optimize production processes, inventory management, and resource allocation. ➤ Analyze the role of operations in enhancing the efficiency and competitiveness of organizations. ➤ Develop the ability to identify and solve operational problems in real-world business scenarios using modern management techniques. ➤ Evaluate the impact of technology and automation on operations and suggest improvements for operational performance.

23160DSC 54-	Financial Management	<ul style="list-style-type: none"> ➤ Understand the basics of finance and roles of finance manager ➤ Evaluate Capital structure & Cost of capital ➤ Evaluate Capital budgeting ➤ Assessing dividends ➤ Appraise Working Capital
23160DSC 54-	Disaster Management	<ul style="list-style-type: none"> ➤ Understand the fundamental concepts and principles of disaster management, including types, phases, and responses to disasters. ➤ Analyze the causes and impacts of natural and man-made disasters on human life, economy, and infrastructure. ➤ Develop preparedness plans for disaster mitigation, response, and recovery, focusing on minimizing the impact on communities and organizations. ➤ Evaluate the roles of government, NGOs, and private sectors in disaster management, focusing on effective collaboration and resource mobilization. ➤ Understand the psychological and social effects of disasters on affected populations and integrate strategies to support recovery and rehabilitation.
23160DSC 55-	Industrial Relations	<ul style="list-style-type: none"> ➤ Understand the role and importance of Industrial Relations ➤ Understanding the concepts of industrial Disputes and settlement. ➤ Understanding the concepts of Labour legislation. ➤ Identifying the concepts of Workers Participation in Management ➤ Understanding the concepts of Trade Union
23160DSC 55-	Management Information system	<ul style="list-style-type: none"> ➤ Understand MIS in decision making ➤ Explain MIS, its structure and role in management functions ➤ Classify & discuss information system categories, Database Management systems ➤ Discuss SDLC and functional information system categories ➤ Outline functions of BPO, Data mining and the recent trends in information management
23160SE C56-	Summer Internship /Industrial Training	<ul style="list-style-type: none"> ➤ Gain practical exposure to real-world business operations through hands-on learning experiences in an industrial or organizational setting. ➤ Apply theoretical knowledge from the BBA curriculum to solve practical business problems and contribute to organizational goals.

			<ul style="list-style-type: none"> ➤ Develop professional skills, including communication, teamwork, and problem-solving, in a business environment. ➤ Gain an understanding of industry-specific processes, technology, and trends that influence business practices. ➤ Reflect on the internship experience, analyze challenges faced, and present a comprehensive report on learnings and future career development plans.
231AECC VED	Value Education		<ul style="list-style-type: none"> ➤ Understand the importance of values, ethics, and integrity in personal, professional, and social life. ➤ Reflect on moral and ethical dilemmas in business and society and develop a framework for making ethical decisions. ➤ Cultivate a sense of responsibility towards community and society, emphasizing social justice, equality, and respect for diversity. ➤ Understand the role of value education in leadership development and organizational behavior, focusing on character building and ethical leadership. ➤ Integrate values into decision-making processes in professional and personal contexts, fostering a positive organizational culture.
231ACLSP SL	Professional Skills		<ul style="list-style-type: none"> ➤ Develop essential professional communication skills, including verbal, non-verbal, and written communication, tailored for business contexts. ➤ Enhance interpersonal skills, focusing on teamwork, conflict resolution, and collaboration in diverse workplace environments. ➤ Strengthen time management, organizational, and multitasking abilities to manage work effectively and meet deadlines. ➤ Cultivate problem-solving and decision-making skills to tackle challenges in business situations with confidence. ➤ Demonstrate professionalism, ethical behavior, and a positive attitude in the workplace, emphasizing accountability and responsibility.
SEMESTER VI			
23160AEC 61	Production and Materials Management		<ul style="list-style-type: none"> ➤ Provide comprehensive outlook on basic concepts, and practices of production ➤ Identify right plant location and plant layout of factory ➤ Know work study & method study, its procedure & quality control techniques in production. ➤ Outline inventory control concepts and its replenishment to manage inventory ➤ Discuss purchase management procedure and identify vendor rating mechanisms

23160AEC 62	VI	Services Marketing	<ul style="list-style-type: none"> ➤ To define and understand the concepts of Services Marketing. ➤ To Examine and apply Marketing Mix in Service Marketing. ➤ To analyze and design various strategies in the field of Services Marketing ➤ To evaluate the role of delivering Quality Service. ➤ To design the tools of Marketing
23160AEC 63		Business Taxation	<ul style="list-style-type: none"> ➤ To define and understand the basic concepts of tax. ➤ To Examine and apply GST rules in real-time business situations. ➤ To analyze the elements of GST mechanism in India. ➤ To evaluate the rules of Income Tax and methods of valuation for customs. ➤ To prepare the needed documents under GST Compliance.
23160DSC 64-		Entrepreneurial Development	<ul style="list-style-type: none"> ➤ To understand the concepts of Entrepreneurship development. ➤ To apply knowledge in the business plans and implementation. ➤ To analyze the various analyses of business in setting up of enterprises. ➤ To create the awareness about various schemes and subsidies of government for entrepreneurial development. ➤ To evaluate and assess the various problems and remedies of entrepreneurship
23160DSC 64-		Security Analysis and Portfolio Management	<ul style="list-style-type: none"> ➤ Recall the meaning of the basic terminologies used in stock market. ➤ Explain and infer the final worth of various investment processes ➤ Solve problems relating to various investment decisions ➤ Analyze theories and problems relating to stock market ➤ Interpret the various investment models that aid in investment decision making
23160PRW 65		Project Work	<ul style="list-style-type: none"> ➤ Develop research and analytical skills by identifying a business problem, formulating a research question, and conducting thorough investigations. ➤ Apply theoretical knowledge to practical business scenarios, integrating concepts from various fields such as marketing, finance, operations, and strategy.

			<ul style="list-style-type: none"> ➤ Demonstrate the ability to collect, analyze, and interpret data using appropriate research methodologies, both qualitative and quantitative. ➤ Cultivate project management skills, including planning, scheduling, budgeting, and coordinating resources effectively to meet project objectives. ➤ Communicate findings clearly through a well-structured report and professional presentation, providing actionable recommendations for business improvement.
23161SEC 66	General awareness for Competitive Examinations		<ul style="list-style-type: none"> ➤ Enhance general knowledge of current affairs, national and international events, and issues related to economics, politics, and society. ➤ Understand the pattern and structure of competitive exams (e.g., UPSC, SSC, GRE, CAT) and develop strategies to approach these exams effectively. ➤ Develop proficiency in key areas tested in competitive exams, such as reasoning, quantitative aptitude, and verbal ability. ➤ Improve time management and problem-solving skills through regular practice and mock tests, simulating real exam environments. ➤ Build confidence and resilience by developing a systematic approach to studying, focusing on exam-specific strategies, and understanding the importance of consistency and perseverance.
23161EXA CT	Extension activity		<ul style="list-style-type: none"> ➤ Understand the importance of social responsibility and community involvement in the development of individuals and society. ➤ Develop skills in organizing and executing extension activities, such as community service projects, awareness campaigns, or social outreach programs. ➤ Enhance communication, leadership, and team-building skills by collaborating with diverse groups and stakeholders in the community. ➤ Foster an understanding of the social, economic, and environmental issues facing local and global communities and actively contribute to their resolution. ➤ Reflect on personal and professional growth gained through community involvement, enhancing ethical awareness and empathy toward different societal needs.

SCHOOL OF COMMERCE AND MANAGEMENT

DEPARTMENT OF MANAGEMENT

MBA- 23PGMBAGE 2023 REGULATION

MBA PROGRAM EDUCATIONAL OBJECTIVES –PEO

PEO 1 – Employability: To develop students with industry specific knowledge & skills to meet the industry requirements and also join Public sector undertaking through competitive examinations.

PEO 2 - Entrepreneur: To create effective business service owners, with a growth mindset by enhancing their critical thinking, problem solving and decision-making skills.

PEO3 – Research and Development: To instill and grow a mindset that focusses efforts towards inculcating and encouraging the students in the field research and development.

PEO 4 – Contribution to Business World: To produce ethical and innovative business professionals to enhance growth of the business world.

PEO 5 – Contribution to the Society: To work and contribute towards holistic development of society by producing competent MBA professionals.

MBA PROGRAMME SPECIFIC OUTCOME-PSO

PSO 1-The program provides recent graduates with the opportunity to acquire contemporary business knowledge and skills that enable them to take up management positioning with private,

Public and nonprofit organizations.

PSO 2-The program facilitates the graduates to acquire the capabilities required to become a

Leader who is transformational, global and socially responsible.

PSO 3-The program enables the graduates to become lifelong learner's skills and competencies

Necessary to adopt and manage global business challenges.

PSO 4-To program promises entrepreneurial ability than to seek employment **PSO 5-**The program gives flexibility to the students to be equipped with cross functional management skills and expand his professional wings **PSO**

MBA PROGRAMME OUTCOME-PO

PO1: Problem Solving Skill: Application of tools & techniques relevant to management theories and practices in analyzing & solving business problems.

PO2: Decision Making Skill: Fostering analytical and critical thinking abilities for data-based decision making.

PO3: Ethical Value: Ability to develop value based leadership attributes.

PO4: Communication Skill: Ability to understand, analyze and effectively communicate global, economic, legal and ethical aspects of business.

PO5: Individual and Team Leadership Skill: Ability to be self-motivated in leading & driving a team towards achievement of organizational goals and contributing effectively to establish industrial harmony.

PO6: Employability Skill: Foster and enhance employability skills through relevant industry subject

knowledge.

PO7: Entrepreneurial Skill: Equipped with skills and competencies to become a global entrepreneur.

PO8: Contribution to Society: Strive towards becoming a global influencer and motivating future generation towards building a legacy that contributes to overall growth of humankind.

PO9: Analytical and Critical Thinking: Graduates will demonstrate the ability to analyze complex business problems using quantitative and qualitative methods. They will be able to think critically and apply analytical tools to make data-driven decisions.

PO10: Business Knowledge and Application: Graduates will have a comprehensive understanding of key business concepts, theories, and practices. They will be able to apply this knowledge effectively in real-world business scenarios, both in traditional and global contexts.

COURSE OUTCOMES

CO US E CO DE	SEMEST ER	COURSE TITLE	COUSE OUTCOMES (CO)
SEMESTER I			
23260A EC11		Management Principles and Business Ethics	<ul style="list-style-type: none"> ➤ Possess the knowledge on the basic concepts of Management and understand how an organization functions. ➤ Possess knowledge on planning & decision making. ➤ Have insights on organizing, managing change and Innovation. ➤ Learn leadership, communication and controlling skills. ➤ Have better understanding on business ethics and social responsibility.
23260A EC12		Managing Organizational Behavior	<ul style="list-style-type: none"> ➤ Possess the knowledge on the basic concepts of managing Organizational Behaviour in order to aid in understanding how an men behave in an organization ➤ Possess knowledge on Individual Differences, ➤ perception, learning, Attitudes values and motivation ➤ Have insights on Group Dynamics and Interpersonal Communication ➤ Learn Leadership, Politics, Conflicts and Negotiation. ➤ Have better understanding on work stress and Emotional Intelligence and its influence on employees ➤ in an organization.
23260A		Accounting	<ul style="list-style-type: none"> ➤ Be able to understand the fundamentals of

EC13		Managers	<p>principles of financial, cost and management accounting</p> <ul style="list-style-type: none"> ➤ Be able to prepare, analyze and interpret financial Statements ➤ Be able to use the tools and techniques of financial analysis. ➤ Be able to take decisions using management accounting tools. ➤ Be able to prepare the reports with the accounting tools and facilitate and take managerial decisions.
23260A EC14		Entrepreneurship Development	<ul style="list-style-type: none"> ➤ Be able to know about growth of entrepreneurship in India ➤ Gain knowledge on innovation, its types, role of technology in innovation, patents and licensing ➤ Obtain knowledge on new venture creation ➤ Be able to prepare a business plan ➤ Gain knowledge on various types of financing available for new ventures.
23260A EC15		Legal Systems in Business	<ul style="list-style-type: none"> ➤ Have knowledge on understandings on law of contract. ➤ Know the sale of Goods & Negotiable instrument act. ➤ Have understandings on partnership and company law ➤ Have familiarize with various labour laws. ➤ Possess insights & awareness about consumer protection Act Cyber Crimes, Intellectual Property Rights.
23260A EC16		Managerial Economics	<ul style="list-style-type: none"> ➤ Be able to understand the basic concepts of managerial economics that helps the firm in decision making process. ➤ Be familiar about the Basic concepts of Demand, Supply and Equilibrium and their determinants ➤ Have better idea and understanding about production function and market structure ➤ Have better insights about macroeconomics concepts like National income, Savings and Investment, Indian Economic Policy and planning ➤ Possess better knowledge about Money market, Monetary and Fiscal policy, inflation

			and deflation, FDI and globalization and Cashless economy and digitalized cash transfers.
23260R MC17		Research Methodology	<ul style="list-style-type: none"> ➤ Gain a deep understanding of various research designs, methodologies, and approaches, enabling the selection of the most appropriate research strategy for a given problem. ➤ Develop the ability to conduct a thorough literature review, identify gaps in existing research, and formulate clear, researchable questions or hypotheses. ➤ Learn various data collection techniques (e.g., surveys, interviews, experiments, observations) and data analysis methods (e.g., statistical analysis, thematic analysis) to draw meaningful conclusions. ➤ Understand the ethical issues involved in research, including participant consent, confidentiality, and data integrity, and apply ethical standards throughout the research process. ➤ Develop skills to write clear, concise, and well-structured research papers and reports, and present research findings effectively to academic or professional audiences.
SEMESTER II			
23260A EC21		Applied Operations Research	<ul style="list-style-type: none"> ➤ Obtain insight on the origin and nature of OR and also the application of various models of OR. ➤ Learn about the graphical, Simplex, Big M and dual methods of Linear programming problem. ➤ Be well versed with the concept of transportation and Assignments models ➤ Have better understanding on inventory models, replacement models, job sequencing, networking model and Queuing model ➤ Be imparted knowledge on the various methods of game model
23260A EC22		Human Resource Management	<ul style="list-style-type: none"> ➤ Gain an understanding of HRM policies and importance. ➤ Implement appropriate HRP in workplace. ➤ Apply feasible Training method and manage career progressions. ➤ Demonstrate managing performance of human resources. ➤ Design and justify compensation framework.
23260A EC23		Marketing Management	<ul style="list-style-type: none"> ➤ The fundamental principles of marketing, marketing concepts and ideas.

			<ul style="list-style-type: none"> ➤ Understand the organization's marketing strategy and marketing environment. Familiar with marketing research with forecasting techniques. ➤ Understand the buyer behavior and market segmentation and competitive marketing strategies. ➤ Think strategically about branding, pricing and marketing issues. ➤ Familiar with Promotion decisions along with awareness ➤ On Consumer Rights in the Market Place.
23260A EC24		Operations Management	<ul style="list-style-type: none"> ➤ Understand the concepts of production and its design, capacity planning and make or buy decisions. ➤ Be cognizant of the complexity involved in plant location decisions and utilization of plant layout. ➤ Understand the Inventory models and the importance of maintenance techniques. ➤ Be aware of work-study procedures and the importance on quality control tools ➤ Have insight on service operations, service delivery and waiting line analysis.
23260A EC25		Financial Management	<ul style="list-style-type: none"> ➤ Be aware of the basic concepts of financial management and understand the various sources of finance. ➤ Possess knowledge on investment decision making. ➤ Have insights on the cost of capital and would have familiarized themselves with the technique of calculating the cost of capital. ➤ Have learnt the concept of capital structure and Dividend ➤ Have good understanding on the concept of working capital, its need, importance, factors and the methods of forecasting it.
23260A EC26		Strategic Management	<ul style="list-style-type: none"> ➤ Be able to frame vision and mission statements. ➤ Be social and ethically responsible. ➤ Possess insights on making environmental analysis. ➤ Possess knowledge on learning strategic formulation & strategy choice. ➤ Understanding strategic implementation and control.
23260A EC27		International Business	<ul style="list-style-type: none"> ➤ Be aware of the international situations and evaluate international collaborative arrangements

			<p>and strategic alliances.</p> <ul style="list-style-type: none"> ➤ Possessed knowledge of political, legal, economic and cultural country differences to develop competitive strategies in foreign, regional and global markets. ➤ Know the various international trade theories and the management of business functional operations in an international context. ➤ Be able to evaluate barriers, opportunities, market entry modes and the process of internationalization. ➤ Have better understanding on regional economic integration and contemporary issues in international business.
23260S EC28		Executive Communication	<ul style="list-style-type: none"> ➤ Understanding of theories and concepts, types and various modes of communication in organizations ➤ Development of skills on developing Business Correspondence ➤ Development of skills on preparing Business Reports and Proposals ➤ To draft effective business correspondence with brevity, and clarity in designing and developing clean and lucid organizing skills. ➤ To demonstrate his/her verbal and non-verbal communication ability through presentations.
23260S EC29		Business Etiquette	<ul style="list-style-type: none"> ➤ Learn using business etiquette at work place ➤ Be able to acquire knowledge about the Principles of exceptional work behavior ➤ Be able to enhance their knowledge of latest Tech etiquette in using various telecommunication devices and channels. ➤ Get familiarized with the Successful handling of Multi-cultural challenge ➤ Become sensitive to new and emerging issues in etiquette
SEMESTER III			
23260A EC31	III	Quantitative Techniques and Research Methods in Business	<ul style="list-style-type: none"> ➤ Be able to develop problem-solving techniques needed to accurately calculate probabilities. ➤ Be able to devise research methods, techniques and strategies in the appropriate manner for managerial decision making and conduct research for the industry. ➤ Be able to apply and interpret the different types of quantitative and qualitative methods of data

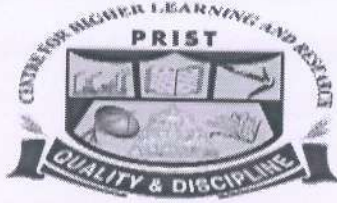
			<p>analysis.</p> <ul style="list-style-type: none"> ➤ Be able to use multivariate techniques appropriately, undertake multivariate hypothesis tests, and draw appropriate conclusions. ➤ Be able to present orally their research or a summary of another's research in an organized, coherent, and compelling fashion.
ELECTIVE COURSE (Major and Optional - 6 Papers)			
23260E A32	III	Security Analysis and Portfolio Management	<ul style="list-style-type: none"> ➤ Understand the role of Risk Return propositions in securities analysis such as fixed income securities, preference shares and ordinary shares. ➤ Explain the apprehend role, functions and key players in the securities market and the trading system of the stock market ➤ Analyze the investment decisions with the help of fundamental analysis techniques. ➤ Appraise the stock price movements and its behavior with the help of technical analysis techniques. ➤ Write the benefit of diversification of holding a portfolio of assets, and the importance played by the market portfolio.
23260E A33		Merchant Banking and Financial Services	<ul style="list-style-type: none"> ➤ Identify the public issue management mechanism, various forms of issues, role of issue manager, SEBI guidelines and marketing of securities. ➤ Appraise the recent trends in financial services, merger and acquisition, portfolio management services and credit rating. ➤ Estimate on the fund based financial services such as leasing and hire purchasing, financial evaluation. ➤ Plan on other fund based financial services such as consumer credit, real estate financing, bill discounting, factoring and venture capital.
23260E A34		Derivatives Management	<ul style="list-style-type: none"> ➤ List the fundamentals of Derivatives and its types. ➤ Classify the Forward and Future Contracts. ➤ Assess the Options. ➤ Summarize the various Option Pricing models. ➤ Generalize the knowledge on the indices of various Derivative Instruments.
23260E A35		Behaviour Finance	<ul style="list-style-type: none"> ➤ Explain the basics of Behavioural Finance ➤ Compare and classify the awareness and understanding on the various theories of Behavioural Finance

			<ul style="list-style-type: none"> ➤ Categorize the various financial decision theory paradoxes ➤ Assess the non-behavioral finance through the extended knowledge on Efficient Market Hypothesis ➤ Estimate on arbitrage, risks in share trade and on contemporary financial issues.
23260E A36		Capital Markets and Financial Services	<ul style="list-style-type: none"> ➤ Estimate the Indian financial systems and its regulators ➤ Summarize the listing and trading securities, Risk management in BSE & NSE, Index management. ➤ Explain the leasing and hire purchase ➤ Prioritize the credit rating and securitization ➤ Summarize the depositories & contemporary Issues
23260E A37		International Financial Management	<ul style="list-style-type: none"> ➤ Identify the concept of international finance ➤ Sketch on the functions of Foreign Exchange Market ➤ Appraise the knowledge on management of foreign exchange exposure and risk involved in it. ➤ Appraise the cross-border investment decisions ➤ Generalize on multinational financing institutions and contemporary issues
23260S EC38		Employability skills	<ul style="list-style-type: none"> ➤ Acquire employability skills ➤ understand dimensions of task oriented skills ➤ study on critical problem-solving techniques ➤ develop employability skills ➤ understand the logical and reasoning skills
23260S EC39		Leadership and Team Building Skills	<ul style="list-style-type: none"> ➤ Critical understanding of theories and concepts of leadership and teamwork in organizations ➤ Critical awareness of the importance of teamwork and development of the skills for building effective teams ➤ Understanding of the techniques and practical understanding of how to apply theories and concepts to improve leadership skills. ➤ Development of skills in effective leadership and professional communication

			<ul style="list-style-type: none"> ➤ Demonstrate effective written communication skills for plans, strategies and outcomes.
23260S EC40		Summer Internship	<ul style="list-style-type: none"> ➤ Apply theoretical knowledge acquired in the classroom to real-world scenarios and problems. ➤ Develop skills specific to the industry or field of work. ➤ Enhance verbal and written communication skills in a professional setting. ➤ Learn how to work effectively in a team environment and collaborate with colleagues from diverse backgrounds. ➤ Improve the ability to prioritize tasks, meet deadlines, and manage workloads.
SEMESTER IV			
23260A EC41	IV	Information Systems for Business	<ul style="list-style-type: none"> ➤ Learn the importance of data and information in managerial decision making. ➤ Possess on the various IS and the its relevance to Organizational environment ➤ Understand the application of IS on the various functions like Accounting, Finance, Marketing, Operations and HR ➤ To study the various models and new technologies ➤ Be exposed on the importance of selecting the appropriate ERP and its implementation
23260P RW42		Project Work & Viva- Voce	<ul style="list-style-type: none"> ➤ Demonstrate the ability to apply theoretical concepts learned in the course to solve real-world problems through a comprehensive project. ➤ Develop strong research skills and the ability to analyze and solve complex problems related to the chosen project topic. ➤ Gain experience in planning, executing, and managing a project from start to finish, including time management, resource allocation, and milestone tracking.] ➤ Develop the ability to present and communicate project results clearly and professionally, both in written reports and during the Viva-Voce (oral examination). ➤ Enhance the ability to critically evaluate project results, identify strengths and weaknesses, and make data-driven conclusions or recommendations.

DEAN

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



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**SCHOOL OF COMMERCE
AND MANAGEMENT**

DEPARTMENT OF MANAGEMENT

**LOCAL, NATIONAL,
REGIONAL, GLOBAL NEEDS**

**2020
REGULATION**



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1.1.1 Curricula developed and implemented have relevance to the local, national, regional and global developmental needs which is reflected in Programme outcomes (POs), Programme Specific Outcomes(PSOs) and Course Outcomes(COs) of the Programmes offered by the University (2UGBTGE)

Program Outcomes and Course outcomes of

Department of Management
REGULATION – 2020

LOCAL	
REGIONAL	
NATIONAL	
GLOBAL	



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BBA 2020 REGULATION CO&PO MAPPING

Sem	Course Code	Title of the Course	COs
I	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.
	20111AEC12	English I	CO:1 Develop vocabulary
			CO:2 Learn to edit and do proof reading
			CO:3 Read and comprehend literature
	20160SEC13	Principles of Management	CO:1 Understanding the fundamental of financial accounting
			CO:2 Develop the modern market economy
			CO:3 prepare the different kinds of financial statement
	20160SEC14	Managerial Economics	CO:1 Discuss the supply and demand theory and its impact on insurance
			CO:2 outline an how entity operate in the Business environment
			CO:3 Explain the legal frame work that regulate the insurance industry
	20160AEC15	Business Communication	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
	20160AEC16	Business Mathematics and Statistics	CO:1 Apply the concept of opportunity cost.
			CO:2 understand the concepts of cost, nature of production and its relationship to Business operations.
			CO:3 Apply Economic theories to business decision
	201LSCIC	Indian Constitution	CO:1 Know the consumer behavior and their decision making process
			CO:2 Understand the rural markets and the contemporary issues in marketing
			Co:3 Make decisions on product, price , promotion mix and distribution
	201LSCUV	Universal Human Values	CO:1 Discuss the supply and demand theory and its impact on insurance
			CO:2 outline an how entity operate in the Business environment
			CO:3 Explain the legal frame work that regulate the insurance industry

IV	20160AEC36	Human Resource Management	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.
	20160RMC37	Research Methodology	CO:1 Identify ethical, legal, cultural, and global issues affecting business communication. CO:2 Utilize analytical and problem solving skills appropriate to business communication. Co:3 Effective business writing
	201LSOA	Office automation	CO:1 Able to carry out independent literature survey corresponding to the specific publication type and assess basic literary research tools. CO:2 familiarize participants with basic of research and the research process. CO:3 enable the participants in conducting research work and formulating research synopsis and report.
	20110AEC41	Tamil IV	CO:1 Realize how the ancient people changed their life style according to the ages CO:2 Learn how to change one's lifestyle according to the needs of the future CO:3 Accept the modern trends and its uses
	20111AEC42	English IV	CO:1 Develop writing skill CO:2 Comprehend and describe poems CO:3 Learn interviewing skills
	20160SEC43	Total Quality Management	CO:1 Improve their ability to read and understand them CO:2 Know the genius of Shakespeare CO:3 Express in writing their views.
	20160SEC44	Cost Accounting	CO:1 Understand the concept of partnership CO:2 Understand the journal entries for the formation of partnership CO:3 Familiarize the concept of Branch account and its system
	20160AEC45	Retail Management	CO:1 Understand the key principles and tools of integrated marketing communication CO:2 Explain the environmental factors which influence consumer and organizational decision CO:3 Identify the elements of the communication process between buyers and sellers in business, making process
	20160AEC46	Industrial Relations and Labour Law	CO:1 Get a basic understanding of different type of meeting of board of directors. CO:2 Use international trade terms and concepts when communicating. CO:3 Demonstrate comprehensive knowledge and understanding of social and economic policy considerations arising in this area.
V	201SSCAQ	General Aptitude and Personality Development Lab	CO:1 Examine database concepts and explore the Microsoft Office Access environment. CO:2. Design a simple database. CO:3. Build a new database with related tables.
	201LSCLS	Leadership and Management Skills	CO:1 Understand the concept of partnership CO:2 Understand the journal entries for the formation of partnership CO:3 Familiarize the concept of Branch account and its system
	201ENSTU45	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.
	20160SEC51	Financial Management	Co:1 Find out how can a company dissolve. CO:2 Understand Mutual funds investments.

	201SSC IM	Interview Skills Training and MockTest	CO:3 Aim to familiarize banking system in India
			CO:1. Learn to create animated graphics add sound and interactivity.
			CO:2. Can develop Website
	201SSC IM	Community Engagement	CO:3. CD based presentations
			CO:1 Develop writing skill.
			CO:2 Comprehend and describe poems
	201TER P9	Tally ERP 9	CO:3 Learn interviewing skills
			Co:1 Find out how can a company dissolve.
			CO:2 Understand Mutual funds investments.
	20160P EE	Programme Exit Examination	CO:3 Learn about Working format of companies.
			CO:1 Develop plans with relevant people to achieve the project's goals
			CO:2 Break work down into tasks and determine handover procedures

PROGRAM OUTCOMES

- ☐ Acquiring Conceptual Clarity of Various Functional Areas
- ☐ Ability to analyze various functional issues affecting the organization
- ☐ Demonstrating ability to evolve strategies for organizational benefits
- ☐ Analysis and interpretation of the data which is used in Decision Making
- ☐ Demonstrate Ability to work in Groups
- ☐ Demonstrate understanding of social cues and contexts in social interaction
- ☐ Develop Ethical Practices and Imbibe Values for Better Corporate Governance
- ☐ Understand ethical challenges and choices in a business setting
- ☐ Demonstrate understanding of sustainability related concerns in varied areas
- ☐ Analyze Global Environment and its Impact on Business
- ☐ Understand the ecosystem of start up in the country
- ☐ Demonstrate the ability to create business plans

PROGRAM SPECIFIC OUTCOMES

- ☐ An Understanding of Business Functions
- ☐ Providing Global Perspectives
- ☐ Developing Critical and Analytical Thinking Abilities
- ☐ Interpersonal Skill Development
- ☐ Creating Social Sensitivity and Understanding CSR, Ethical and Sustainable Business Practices
- ☐ Demonstrate sensitivity to social, ethical and sustainability issues
- ☐ Developing Entrepreneurship Acumen
- ☐ Demonstrate the ability to develop models / frameworks to reflect critically on specific business contexts
- ☐ Demonstrate Effectively Oral and Written Communication

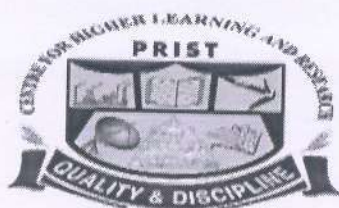
			will be able to enumerate and justify the dimensions of product quality or service quality for the same
			CO:2 Given the quality gurus (Deming/ Juran/ Taguchi/ Crosby), the student manager will be able to justify their philosophies/ contributions in Quality Management.
			CO:3 Given a quality problem/ failure mode, the student manager will be able to identify causes and sub causes of the effect/ problem draw and justify Ishikawa Diagram.
II	20260SEC21	Financial Management	CO:1 Activity based approaches to management and cost analysis
			CO:2 Analysis of common costs in manufacturing and service industry
			CO:3 Techniques for profit improvement, cost reduction, and value analysis
	20260SEC22	Human Resources Management	CO:1 The role that retailing plays in the distribution component of the marketing mix
			CO:2 Understanding of the concept of social responsibility and the role it plays in retailing
			CO:3 Aware of the moral and ethical dilemmas that face the retailing industry in today's business environment
	20260SEC23	Marketing Management	CO:1 Demonstrate knowledge of research processes (reading, evaluating, and developing)
			CO:2 Perform literature reviews using print and online databases
			CO:3 Identify, explain, compare, and prepare the key elements of a research proposal/report
	20260SEC24	Production & Operations Management	CO:1 Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.
			CO:2 Have basic knowledge on qualitative research techniques
			CO:3 Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis
	20260RMC25	Research Methodology	CO:1 Understand the How Subcontract Administration and Control are practiced in the Industry.
			CO:2 Understand the contract management, Project Procurement, Service level Agreements and productivity
			CO:3 Apply the risk management plan and analyse the role of stakeholders.
	20260SEC26	Strategic Management	CO:1 Critically analyse both older and newer MA methods and their effects in organisations
			CO:2 knowledge and understanding about MA issues, including its problems and difficulties
			CO:3 Part in the design and use of the management accounting system in organisations
	202SSCAS	Technical, General Aptitude and Skill set Development	CO:1 Knowledge, understanding and skills in the area of international financial relations and tools for its implementation
			CO:2 Knowledge and understanding of characteristics, activities, principles and specifics of international financial relations
			CO:3 Ability to summarize and critically evaluate results obtained by researchers in the field of international financial relations
	20260BRC28	Participation in Bounded Research	CO:1 To introduces meaning and functions of Financial Intermediaries
			CO:2 To understand the role of merchant bank and its services

	20260EA35	Brand Management	Due to ever increasing business dealings the subject of International Marketing has gained utmost importance in recent times. The world these days, indeed has shrunk and foreign markets have particularly become important especially for a developing country like India. The major objective of this course is to provide an exposure to the area of Marketing in the International perspective.
	20260EA36	Retail Management	The objective of this course is to introduce students to the basic scope, benefits and types of brands; and understand the steps involved in designing an appropriate brand for the organization.
	20260EA37	Sales Management	The objective of this course is to introduce students to the basic scope, benefits and types of retailers; and understand the steps involved in designing an appropriate retail organization structure.
	20260EA38	Services Marketing	The purpose of this paper is to acquaint the student with the concepts which are helpful in developing a sound sales policy and in organizing and managing sales force and marketing channels and to impart the knowledge about sales management procedure, and activities.
	20260EA39	Industrial Marketing	The objective of the course is to develop an understanding of services and service marketing with emphasis on various aspects of service marketing which make it different from goods marketing.
IV	20260EA42	Customer Relationship Management	A broad range of job profiles are available for individuals with a degree in industrial marketing courses, and many top companies provide various job offers for students engaged in this course degree. A Market Analyst helps companies and organizations in decision making of products and services.
	20260EA43	International Marketing	The paper is designed to impart the skill based knowledge of Customer Relationship Management. The purpose of the syllabus is to not just make the students aware of the concepts and practices of CRM in modern businesses but also enable them to design suitable practices and programs for the company they would be working.
	20260EA44	Rural Marketing	The course has been developed so as to acquaint the students with environment, procedural, institutional and decisional aspects of International Marketing.
			COs
	Human Resource		
III	20260EB33	Knowledge Management	The goal of the course is to prepare students to become familiar with the current theories, practices, tools and techniques in knowledge management (KM), and to assist students in pursuing a career in the information sector for profit and not for profit organizations. In addition, students will learn to determine the infrastructure requirements to manage the intellectual capital in organizations.
	20260EB34	Organizational Development & Change management	The objective of this paper is to prepare students as organizational change facilitators using the knowledge and techniques of behavioral science.

	20260EC36	Financial Services and Institutions	The objective of the course is to provide to the students a specialized knowledge of the techniques of evaluating proposed investments and to acquaint them with the problems encountered in the decisional process pertaining to capital investments of the project.
	20260EC37	International Finance	This course provides an understanding of the following fund-based and fee-based financial services offered by financial intermediaries such as non-banking finance companies, banks and financial institutions. This course will also focus on issues concerning the financial management of financial intermediaries.
	20260EC38	Insurance and Risk Management	To give the students an overall view of the international financial system – instruments and markets.
	20260EC39	Corporate Finance	To provide the basics of insurance contracts and to explain the various types of insurance policies.
IV	20260EC42	Micro Finance	Student will acquire Nuances involved in short term corporate financing, Good ethical practices
	20260EC43	Strategic Financial Management	To enable the students to understand the principles, practices and application in Micro Finance.
	20260EC44	Merchant Banking and Financial Services	To equip the students with necessary strategic knowledge and skills received to evaluate discussions or capital restructuring, mergers and acquisitions.
			COs
	Logistics and Supply chain		
III	20260EE33	Purchasing and Procurement Management	The objective of this course is to impart knowledge to students regarding the theory and practice of Security Analysis and to give the students an in-depth knowledge of the theory and practice of Portfolio Management.
	20260EE34	Material Management	To give an in-depth knowledge of the functioning of derivative securities market.
	20260EE35	Inventory Management	
	20260EE36	Supply Chain Management	The objective of the course is to provide to the students a specialized knowledge of the techniques of evaluating proposed investments and to acquaint them with the problems encountered in the decisional process pertaining to capital investments of the project.
	20260EE37	Logistics Management	This course provides an understanding of the following fund-based and fee-based financial services offered by financial intermediaries such as non-banking finance companies, banks and financial institutions. This course will also focus on issues concerning the financial management of financial intermediaries.
	20260EE38	Custom House Practice And Legalities	To give the students an overall view of the international financial system – instruments and markets.
	20260EE39	Export Trade And Documentation	To provide the basics of insurance contracts and to explain the various types of insurance policies.
IV	20260EE42	Quality Management	Student will acquire Nuances involved in short term corporate financing, Good ethical practices
	20260EE43	Air Cargo Logistics Management	To enable the students to understand the principles, practices and application in Micro Finance.

IV	20260ED36	Logistics Management	The objective of this course is to get the exposure of logistics management and to understand the relationship between the logistics and packaging.
	20260ED37	Supply Chain Management	The objective of this course is to get the exposure of supply chain management and to understand the relationship between the procurement and supply chain management
	20260ED38	Business Process Reengineering	The objectives of this course are to acquaint the student with understanding process orientation in business management and develop skills and abilities in re-engineering and business process for optimum performance.
	20260ED39	Material Management	To understand the working of a materials management department, Aspects of Stores management, Warehousing management and material requirement planning.
	20260ED43	Service and Operation Management	To enable the students to understand the principles, practices and applications in Maintenance Management.
	20260ED44	Product Design	To help understand how service performance can be improved by studying services operations management
	20260ED42	Maintenance Management	To help Understand the application of structured methods to develop a product. Student gains knowledge on how a product is designed based on the needs of a customer
			COs
International Business			
III	20260EF33	International Marketing	The objective of this course is to impart knowledge to students regarding the theory and practice of Security Analysis and to give the students an in-depth knowledge of the theory and practice of Portfolio Management.
	20260EF34	International Human Resource Management	To give an in-depth knowledge of the functioning of derivative securities market.
	20260EF36	Global Logistics and Supply Chain Management	The objective of the course is to provide to the students a specialized knowledge of the techniques of evaluating proposed investments and to acquaint them with the problems encountered in the decisional process pertaining to capital investments of the project.
	20260EF37	International Trade Procedures and Documentation	This course provides an understanding of the following fund-based and fee-based financial services offered by financial intermediaries such as non-banking finance companies, banks and financial institutions. This course will also focus on issues concerning the financial management of financial intermediaries.
	20260EF38	International Strategic Management	To give the students an overall view of the international financial system – instruments and markets.
	20260EF39	Global Business Ethics and Corporate Governance	To provide the basics of insurance contracts and to explain the various types of insurance policies.
IV	20260EF42	Management Of International Developmental Organizations	To give the students an overall view of the international financial system – instruments and markets.
	20260EF43	Merger and Acquisitions	To enable the students to understand the principles, practices and application in Micro Finance.

	20260EI36	Travel agency and Tour operations	The objective of the course is to provide to the students a specialized knowledge of the techniques of evaluating proposed investments and to acquaint them with the problems encountered in the decisional process pertaining to capital investments of the project.
	20260EI37	Hospitality Management	This course provides an understanding of the following fund-based and fee-based financial services offered by financial intermediaries such as non-banking finance companies, banks and financial institutions. This course will also focus on issues concerning the financial management of financial intermediaries.
	20260EI38	Indian culture and Heritage	To give the students an overall view of the international financial system – instruments and markets.
	20260EI39	Tourism Marketing	To provide the basics of insurance contracts and to explain the various types of insurance policies.
IV	20260EI42	Ecotourism	Student will acquire Nuances involved in short term corporate financing, Good ethical practices
	20260EI43	Event Management	To enable the students to understand the principles, practices and application in Micro Finance.
	20260EI44	E- Tourism	To equip the students with necessary strategic knowledge and skills received to evaluate discussions or capital restructuring, mergers and acquisitions.
			COs
Agribusiness			
III	20260EJ33	Agribusiness Environment and Policy	To realize the potential of tourism industry in India. To understand the various elements of Tourism Management and familiarize with the Tourism policies in the national and international context.
	20260EJ34	Agricultural Marketing Management	To give an in-depth knowledge of the functioning of derivative securities market.
	20260EJ35	Farm Business Management	
	20260EJ36	Management of Agribusiness Cooperatives	The objective of the course is to provide to the students a specialized knowledge of the techniques of evaluating proposed investments and to acquaint them with the problems encountered in the decisional process pertaining to capital investments of the project.
	20260EJ37	Food Retail Management	This course provides an understanding of the following fund-based and fee-based financial services offered by financial intermediaries such as non-banking finance companies, banks and financial institutions. This course will also focus on issues concerning the financial management of financial intermediaries.
	20260EJ38	Management of Agricultural Input Marketing	To give the students an overall view of the international financial system – instruments and markets.
	20260EJ39	Agri Supply Chain Management	To provide the basics of insurance contracts and to explain the various types of insurance policies.
IV	20260EJ42	Agriculture Economics	Student will acquire Nuances involved in short term corporate financing, Good ethical practices
	20260EJ43	Agricultural and Micro-Finance	To enable the students to understand the principles, practices and application in Micro Finance.



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**SCHOOL OF COMMERCE
AND MANAGEMENT**

DEPARTMENT OF MANAGEMENT

**LOCAL, NATIONAL,
REGIONAL, GLOBAL NEEDS**

**2019
REGULATION**



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Program Outcomes and Course outcomes of

Department of Management
REGULATION – 2019

LOCAL	
REGIONAL	
NATIONAL	
GLOBAL	

2019		BBA	
Sem	Course Code	Title of the Course	C O s
I	19110AEC11	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.
	19111AEC12	English I	CO:1 Develop vocabulary
			CO:2 Learn to edit and do proof reading
			CO:3 Read and comprehend literature
	19160SEC13	Core - I Principles of Management	CO:1 Understanding the fundamental of financial accounting
			CO:2 Develop the modern market economy
			CO:3 prepare the different kinds of financial statement
	19160SEC14	Core - II Managerial Economics	CO:1 Understanding the fundamental of financial accounting
			CO:2 Develop the modern market economy
			CO:3 prepare the different kinds of financial statement
			CO:4 Acquire conceptual knowledge of basics of accounting
			CO:5 Identify and analyze the reasons for the difference between cash book and pass book balances
			CO:6 Develop the skill of recording financial transactions and preparation of reports in accordance with GAAP
	19160AEC15	Allied- I Business Communication	CO:1 Discuss the supply and demand theory and its impact on insurance
			CO:2 outline an how entity operate in the Business environment
			CO:3 Explain the legal frame work that regulate 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
	19160AEC16	Allied- II Business Mathematics and Statistics	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: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 how individual differences and cognitive barriers can influence ethical judgment.
			CO:7 Identify and prioritize personal values and apply those to making ethical decisions.
	19160AEC26	Allied-IV Management Information System	CO:1 Critically evaluate the underlying assumptions of analysis tools
			CO:2 Solve a range of problems using the techniques covered
			CO:3 Conduct basic statistical analysis of data.
			CO:4 Understand basic statistical concepts such as statistical collection, statistical series, tabular and graphical representation of data
			CO:5 Calculate measures of central tendency, dispersion and asymmetry, correlation and regression analysis
			CO:6 Choose a statistical method for solving practical problems
	19160RLC27	Research Led Seminar	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
	19120SEC02AL	Skill Based Elective Course - II	CO:1. Identify the names and functions of the PowerPoint interface.
			CO:2. Create, edit, save, and print presentations.
			CO:3. Format presentations.
			CO:4. Add a graphic to a presentation.
			CO:5. Create and manipulate simple slide shows with outlines and notes.
			CO:6. Create slide presentations that include text, graphics, animation, and transitions.
	19111SEC02L	Communicative English Lab - II	CO:1 Learn grammar.
			CO:2 Use a variety of reading strategies
			CO:3 Enhance the skill of making grammatically correct sentences.
			CO:4 Develop listening skill
		Tamil III	CO:1 Achieve one's goal by following the ancestral path

	19120SEC03AL	Skill Based Elective Course - III	CO:1 Able to carry out independent literature survey corresponding to the specific publication type and assess basic literary research tools. CO:2 familiarize participants with basic of research and the research process. CO:3 enable the participants in conducting research work and formulating research synopsis and report.
			CO:4 Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling. CO:5 Have basic knowledge on qualitative research techniques CO:6 Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis CO:7 Have basic awareness of data analysis and hypothesis testing procedures
	19111SEC03L	Communicative English - III	CO:1. Indicate the names and functions of the Excel interface components. CO:2. Enter and edit data. CO:3. Format data and cells. CO:4. Construct formulas, including the use of built-in functions, and relative and absolute references. CO:5. Create and modify charts. CO:6. Preview and print worksheets.
	19110AEC41	Tamil IV	CO:1 Realize how the ancient people changed their life style according to the ages CO:2 Learn how to change one's lifestyle according to the needs of the future CO:3 Accept the modern trends and its uses
	19111AEC42	English IV	CO:1 Develop writing skill. CO:2 Comprehend and describe poems CO:3 Learn interviewing skills
	19160SEC43	Core - VII Total Quality Management	CO:1 Improve their ability to read and understand them CO:2 Know the genius of Shakespeare CO:3 Express in writing their views.
	19160SEC44	Core - VIII Cost Accounting	CO:1 Understand the concept of partnership CO:2 Understand the journal entries for the formation of partnership CO:3 Familiarize the concept of Branch account and its system CO:4 Understand the Scope of departmental accounting CO:5 Introduce the system of Hire Purchasing CO:6 Understand partnership account from admission to dissolution
IV	19160AEC45	Allied - VII Retail Management	CO:1 Understand the key principles and tools of integrated marketing communication CO:2 Explain the environmental factors which influence consumer and organizational decision CO:3 Identify the elements of the communication process between buyers and sellers in business, making process CO:4 Identify the marketing mix components in relation to market segmentation CO:5 Outline a marketing plan

V	19160SEC52	Core - X Services Marketing	CO:1 Use business finance terms and concepts when communicating. CO:2 Demonstrate a basic understanding of financial management. CO:3 Provide introduction to Financial Management CO:4 Create an awareness about capital structure and theories of capital structure CO:5 Make them understand the cost of capital in wide aspects CO:6 Provide knowledge about dividend policies and various dividend models. CO:7 Enable them to understand working capital management
	19160SEC53	Core – XI Production and Operations Management	CO:1 Forecast a firm's future financing requirements CO:2 Design an optimal capital structure. CO:3 Give an idea about fundamentals of financial services and players in financial sectors CO:4 Create an awareness about merchant banking, issue management, capital markets and role of SEBI CO:5 Provide knowledge about leasing and hire purchase concepts CO:6 Make them understand about different types of insurance and IRDA Act.
	19160SEC54	Core – XII Global Business Management	CO1: Study the development of computers and their components in each stage. CO2 : Develop an idea of software, programming language and operating system. CO3 : Study the concept of developing database and its maintenance using computers in a business Concern CO4 : Analyze the importance of management information system and networking in a business. CO5 : Be aware and perform various activities using computers in day to day life.
	19160DSC55	Discipline Specific Elective - I Participation Bounded Research	CO:1 Know about the company law in the India. CO:2 Understand the use of the memorandum of association and article of association in a company, they also learn from this course CO:3 Develop Professionals in the field of Co-operation, Co-operative law and Management. CO:4 Promote qualified, Skilled and professional manpower to manage the affairs of the Cooperative Institutions. CO:5 Enhance the Knowledge base of the in-service Personnel on the subject Co-operation, Co-operative law and Co-operative Management. CO:6 Enable the in-service personnel to develop skills on Co-operative Management Techniques
	19160BRC55	Participation Bounded Research	CO:1 Do the allotted work in research CO:2 Learn to do review of literature CO:3 Demonstrate knowledge of research processes CO:4 Perform literature reviews using print and online database CO:5 Identify, explain, compare, and prepare the key elements of a research proposal/report

			CO:6 Make the students familiarizes with the concept of depreciation and its provisions
	191--OEC65	Open Elective	CO:1 Greater Social support
			CO:2 More on-task behaviour
			CO:3 Develop Professionals in the filed of Co-operation, Co-operative law and Management.
			CO:4 Promote qualified, Skilled and professional manpower to manage the affairs of the Cooperative Institutions.
			CO:5 Enhance the Knowledge base of the in-service Personnel on the subject Co-operation, Co-operative law and Co-operative Management.
			CO:6 Enable the in-service personnel to develop skills on Co-operative Management Techniques
	19160PRW66	Project Work	CO:1 To help to gather knowledge on banking and financial system in India
			CO:2 To provide knowledge about commercial banks and its products
			CO:3 Aim to familiarize banking system in India
			CO:4 To enable them to understand better customer relationship
			CO:5 To create awareness about modern banking services like e-banking, m-banking and internet banking, ATM System
			CO:6 To introduce recent trends in banking system
			CO:7 To make the student understand the basic concept of banking and financial institutions and expose various types of risk based by banks
	19120SEC06A	Case Study Analysis	CO:1 Develop plans with relevant people to achieve the project's goals
			CO:2 Break work down into tasks and determine handover procedures
			CO:3 Identify links and dependencies, and schedule to achieve deliverables
			CO:4 Estimate and cost the human and physical resources required, and make plans to obtain the necessary resources
			CO:5 Allocate roles with clear lines of responsibility and accountability.
			CO:6 Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis
	19111SEC06L	Communicative English Lab - VI	CO:1. Learn to create animated graphics add sound and interactivity.
			CO:2. Can develop Website
			CO:3. CD based presentations
	191EXACT	Extension Activity	CO:1 Get a job
			CO:2 Apply study skills
			CO:3 Widen creative thinking
			CO:4 Be a good team worker
			CO:5 Make them proficient in English
		Programme Exit Examination	CO:1 Develop plans with relevant people to achieve the project's goals

		Management Concepts	CO:1 This specialization lays the necessary groundwork for an overall successful marketing strategy
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	MBA 2019 PO CO		
2019		MBA	
Sem	Course Code	Title of the Course	C O S

	19160SEC05B	Soft Skills – V	To provide a broad introduction to the field production and operations management and explain the concepts, strategies, tools and techniques for managing the transformation process that can lead to competitive advantage.
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			CO:5 Use standard costs to prepare budgets for planning and control purposes.
			CO:6 Understand the principles of standard costing.
	19260SEC15	Legal Aspects of Business	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 as related to organizational behavior
			CO:5 Examine challenges of effective organizational communication
			CO:6 Evaluate ethical issues as related to organizational behavior
	19260SEC16	Statistics for Managers	CO:1 Develop skills in data collection and complex analysis
			CO:2 Clarify terminology and approaches to different facets of research-based teaching
			CO:3 Explore good practices in institution-driven, strategic approaches on how to integrate research and education missions
			CO:4 Generate ideas on how to build the capacity of faculty members to implement research-based teaching
			CO:5 create a research-based learning environment
			CO:6 Analyse national frameworks, policies and funding
	19220SEC01	Managerial Skill Development - Lab	CO:1 Employ basic statistical methods to decision making
			CO:2 Understand how to apply basic models and theories in business
			CO:3 Solve management problems effectively
			CO:4 Use software tools to model decision problems.
			CO:5 Clearly identify an otherwise unstructured business problem and its components
			CO:6 Employ effective techniques for addressing the major challenges presented
			CO:7 Provide a solution to the decision process

			<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 levelsof benchmarking and/ or enlist and brief seven step benchmarking model</p>
II	19260SEC21	Financial Management	<p>CO:1 Activity based approaches to management and costanalysis</p> <p>CO:2 Analysis of common costs in manufacturing andservice industry</p> <p>CO:3 Techniques for profit improvement, cost reduction,and value analysis</p> <p>CO:4 Throughput accounting</p> <p>CO:5 Target costing; cost ascertainment and pricing ofproducts and services</p> <p>CO:6 Pricing Decisions</p> <p>CO:7 Budgets and Budgetary Control</p> <p>CO:8 Evolution of standards, continuous - improvement;keeping standards meaningful and relevant; variance analysis</p> <p>CO:6 Distinguish Joint Venture and Partnership and to learn the methods of maintaining records under JointVenture</p> <p>CO:7 Understand the meaning and features of Non-Profit Organisations</p> <p>CO:8 Learn to prepare Receipts & Payment Account, Income & Expenditure Account and Balance Sheet forNon-Profit Organizations</p>
	19260SEC22	Human Resource Management	<p>CO:1 The role that retailing plays in the distributioncomponent of the marketing mix</p> <p>CO:2 Understanding of the concept of socialresponsibility and the role it plays in retailin</p> <p>CO:3 Aware of the moral and ethical dilemmas that facethe retailing industry in today's business environment</p> <p>CO:4 Development and understanding of implementinga retail strategy.</p> <p>CO: 5 Understanding of the increased use of technologyin the field of retailing</p> <p>CO:6 Identify key roles within retail businesses</p>

			CO:2 Perform literature reviews using print and onlinedatabases
			CO:3 Identify, explain, compare, and prepare the keyelements of a research proposal/report
			CO:4 Select and define appropriate research problemand parameters
			CO:5 Prepare a project proposal (to undertake a project)
			CO:6 Understand some basic concepts of research andits methodologies
	19260SEC24	Production & Operations Management	CO:1 Develop understanding on various kinds of research, objectives of doing research, research process,research designs and sampling.
			CO:2 Have basic knowledge on qualitative researchtechniques
			CO:3Have adequate knowledge on measurement &scaling techniques as well as the quantitative data analysis
			CO:4 Have basic awareness of data analysis-andhypothesis testing procedures
			CO:5 knowledge for enabling students to develop data analytics skills and meaningful interpretation to the datasets so as to solve the business/Research problem.
			CO:6 Describe sampling methods, measurement scalesand instruments, and appropriate uses of each
	19260RMC25	Research Methodology	CO:1 Understand the How Subcontract Administrationand Control are practiced in the Industry.
			CO:2 Understand the contract management, Project Procurement, Service level Agreements and productivity
			CO:3 Apply the risk management plan and analyse therole of stakeholders.
			CO:4 Analyze the learning and understand techniques for Project planning, scheduling and Execution Control.
			CO:5 Understand the conceptual clarity about projectorganization
			CO:6 Understand project characteristics and variousstages of a project
		Strategic Management	CO:1 Critically analyse both older and newer MAMethods and their effects in organisations

III	19220SEC02	Data Analysis Lab	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
			CO:2 Knowledge and understanding of characteristics, activities, principles and specifics of international financial relations
			CO:3 Ability to summarize and critically evaluate results obtained by researchers in the field of international financial relations
	19260BRC27	Participation in Bounded Research	CO:4 Ability to analyse and use various sources of information and data in the field and make assessment
			CO:5 Use methods in the field of international finance in practice;
			CO:6 Economic essence and currency classifications: the concept of currency and its basic classification; characteristics of currencies.
			CO:1 To introduce meaning and functions of Financial Intermediaries
			CO:2 To understand the role of merchant bank and its services
			CO:3 To provide information regarding management of mutual funds and Regulations
	19260SEC31	International Business Environment	CO:4 To understand the role and functions of financial services Marketing
			CO:5 To know the structure and types of debt Instruments
			CO:6 To realize Foreign Exchange Market
			CO:1 to help students manage individual or team projects.
			CO:2 Begin project-planning with a specific audience with a specific and pressing concern
			CO:3 Let students design their own projects. Or require that projects iterate or counter existing cultural trends and patterns or that address compelling social concerns (e.g. technology addiction).
			CO:4 Use concept-mapping before, during, and after the project is completed.

			CO:6 Help students brainstorm the opportunities for creative risk-taking at the beginning of a project.
19260SEC32	Operations Research		CO:1 File IT Return on individuals 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 It helps to build an idea about income from house property as a concept CO:5 It give more idea about the income from business or profession CO:6 Make the students familiarizes with the concept of depreciation and its provisions
19260SRC33	Design/Socio-Technical Project		CO:1 Have developed an understanding of major issues related to international Business CO:2 Have developed skills in researching and analyzing trends in global markets and in modern marketing practice CO:3 An organization's ability to enter and compete in international markets. CO:4 Develop skills in researching and analyzing international Business opportunities CO:5 Develop a high level of analytical skills and critical thinking in an international Business context CO:6 Explain the main institutions that shape the global marketplace;
19260SEC41	Entrepreneurial Development		CO:1 Know about the company in the Abroad. CO:2 Understand the use of the memorandum of association and article of association in a company, they also learn from this course CO:3 Develop Professionals in the filed of Project
19260PRW44	Project Work		CO:1 Have developed an understanding of major issues related to international Business CO:2 Have developed skills in researching and analyzing trends in global markets and in modern marketing practice CO:3 An organization's ability to enter and compete in international markets. CO:4 Develop skills in researching and analyzing international Business

	19260PEE	Programme Exit Exam	CO:1 Have developed an understanding of major issues related to international Business
			CO:2 Have developed skills in researching and analyzing trends in global markets and in modern marketing practice
			CO:3 An organization's ability to enter and compete in international markets.
			CO:4 Develop skills in researching and analyzing international Business opportunities
	SPECIALIZATIONS		
	MARKETING		
2019		MBA	
Sem	Course Code	Title of the Course	C O S
III	19260EA33	Consumer Behaviour	The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms.
	19260EA34	Integrated Marketing Communication	Due to ever increasing business dealings the subject of International Marketing has gained utmost importance in recent times. The world these days, indeed has shrunk and foreign markets have particularly become important especially for a developing country like India. The major objective of this course is to provide an exposure to the area of Marketing in the International perspective.
	19260EA35	Brand Management	The objective of this course is to introduce students to the basic scope, benefits and types of brands; and understand the steps involved in designing an appropriate brand for the organization.
	19260EA36	Retail Management	The objective of this course is to introduce students to the basic scope, benefits and types of retailers; and understand the steps involved in designing an appropriate retail organization structure.

	19260EA38	Services Marketing	The objective of the course is to develop an understanding of services and service marketing with emphasis on various aspects of service marketing which make it different from goods marketing.
	19260EA39	Industrial Marketing	A broad range of job profiles are available for individuals with a degree in industrial marketing courses, and many top companies provide various job offers for students engaged in this course degree. A Market Analyst helps companies and organizations in decision making of products and services.
IV	19260EA42	Customer Relationship Management	The paper is designed to impart the skill based knowledge of Customer Relationship Management. The purpose of the syllabus is to not just make the students aware of the concepts and practices of CRM in modern businesses but also enable them to design suitable practices and programs for the company they would be working.
	19260EA43	International Marketing	The course has been developed so as to acquaint the students with environment, procedural, institutional and decisional aspects of International Marketing.
	19260EA44	Rural Marketing	The objective of this course is to explore the students to Rural Marketing environment so that they can understand consumer's and marketing characteristics of the same for understanding and contributing to the emerging challenges in the upcoming global economic scenario.
Human Resource			
2017		MBA	
Sem	Course Code	Title of the Course	C O S
III	19260EB33	Knowledge Management	The goal of the course is to prepare students so become familiar with the current theories, practices, tools and techniques in knowledge management (KM), and to assist students in pursuing a career in the information sector for profit and not for profit organizations. In addition, students will learn to determine the infrastructure requirements to manage the intellectual capital in organizations.

	19260EB35	Performance Management	The objective of this course is to help the students gain understanding of the functions of performance management system in the organization and provide them tools and techniques to be used in appraising the performance of the employees.
	19260EB36	Labour Legislations	This course will help the student to get exposure on Industrial Law. Understand the relationship between the employee, employer, union and government and to have awareness of various industrial laws relating to employees.
	19260EB37	Compensation Reward Management	The course is designed to promote understanding of issues related to the compensation and rewarding human resources in the organizations and to impart skills in designing analyzing and restructuring reward management systems, policies and strategies.
	19260EB38	Cross Culture Management	The objective of this course is to develop a diagnostic and conceptual understanding of the cultural and related behavioral variables in the management of global organizations.
	19260EB39	Conflict and Negotiation Management	The course plan to develop an understanding of conflict dynamics and the art and science of negotiation. On the completion of syllabus, students will be in a position to answer the role that can be played by conflict resolution techniques such as mediation.
IV	19260EB42	Industrial Relation	This course will help the student to get exposure on Industrial Relations. Understand the relationship between the employee, employer, union and government
	19260EB43	Training & Development	The objective of this course is to help the students gain understanding of the objectives of training in the organization and provide them tools and techniques to be used in training the employees. This paper will attempt to orient the students to tailor themselves to meet the specific needs of the organizations in training and development activities.
	19260EB44	Talent Management	This course will help the student to get exposure on Talent management. Understand the how to acquire talent employees and how to retain such employees in the organization for effective performance and achievement of goals.
	FINANCE		
2017		MBA	

III	19260EC33	Security Analysis and Portfolio Management	The objective of this course is to impart knowledge +D477:D486to students regarding the theory and practice of Security Analysis and to give the students anin-depth knowledge of the theory and practice of Portfolio Management.
	19260EC34	Derivatives Management	To give an in-depth knowledge of the functioning ofderivative securities market.
	19260EC35	Project Finance	
	19260EC36	Financial Services and Institutions	The objective of the course is to provide to the students aspecialized knowledge of the techniques of evaluating proposed investments and to acquaint them with the problems encountered in the decisional process pertaining to capital investments of the project.
	19260EC37	International Finance	This course provides an understanding of the following fund-based and fee-based financial services offered by financial intermediaries such as non-banking finance companies, banks and financial institutions. This coursewill also focus on issues concerning the financial management of financial intermediaries.
	19260EC38	Insurance and Risk Management	To give the students an overall view of the internationalfinancial system – instruments and markets.
	19260EC39	Corporate Finance	To provide the basics of insurance contracts and toexplain the various types of insurance policies.
IV	19260EC42	Micro Finance	Student will acquire Nuances involved in short termcorporate financing, Good ethical practices
	19260EC43	Strategic Financial Management	To enable the students to understand the principles,practices and application in Micro Finance.
	19260EC44	Merchant Banking and Financial Services	To equip the students with necessary strategic knowledge and skills received to evaluate discussions orcapital restructuring, mergers and acquisitions.
	Production and Operations		
2017		MBA	
Sem	Course Code	Title of the Course	C O S

	19260ED35	Technology Management	This course helps to understand the dynamics of technological innovation and be familiar with how to formulate technology strategies
	19260ED36	Logistics Management	The objective of this course is to get the exposure of logistics management and to understand the relationship between the logistics and packaging.
	19260ED37	Supply Chain Management	The objective of this course is to get the exposure of supply chain management and to understand the relationship between the procurement and supply chain management
	19260ED38	Business Process Reengineering	The objectives of this course are to acquaint the student with understanding process orientation in business management and develop skills and abilities in re-engineering and business process for optimum performance.
	19260ED39	Material Management	To understand the working of a materials management department, Aspects of Stores management, Warehousing management and material requirement planning.
IV	19260ED42		
	19260ED42	Maintenance Management	To enable the students to understand the principles, practices and applications in Maintenance Management.
	19260ED43	Service and Operation Management	To help understand how service performance can be improved by studying services operations management
	19260ED44	Product Design	To help Understand the application of structured methods to develop a product. Student gains knowledge on how a product is designed based on the needs of a customer
	LOGISTICS AND SUPPLY CHAIN MANAGEMENT		
2017		MBA	
Sem	Course Code	Title of the Course	C O S
III	19260EE33	Purchasing and Procurement Management	The objective of this course is to impart knowledge to students regarding the theory and practice of Security Analysis and to give the students an in-depth knowledge of the theory and practice of Portfolio Management.
	19260EE34	Material Management	To give an in-depth knowledge of the functioning of derivative securities market.
	19260EE35	Inventory Management	

	19260EE37	Logistics Management	This course provides an understanding of the following fund-based and fee-based financial services offered by financial intermediaries such as non-banking finance companies, banks and financial institutions. This course will also focus on issues concerning the financial management of financial intermediaries.
	19260EE38	Custom House Practice And Legalities	
	19260EE39	Export Trade And Documentation	To provide the basics of insurance contracts and to explain the various types of insurance policies.
IV	19260EE42	Quality Management	Student will acquire Nuances involved in short term corporate financing. Good ethical practices
	19260EE43	Air Cargo Logistics Management	To enable the students to understand the principles, practices and application in Micro Finance.
	19260EE44	Shipping And Ocean Freight Logistics Management	To equip the students with necessary strategic knowledge and skills received to evaluate discussions or capital restructuring, mergers and acquisitions.
INTERNATIONAL BUSINESS			
2017		MBA	
Sem	Course Code	Title of the Course	C O S
III	19260EF33	International Marketing	The objective of this course is to impart knowledge to students regarding the theory and practice of Security Analysis and to give the students an in-depth knowledge of the theory and practice of Portfolio Management.
	19260EF34	International Human Resource Management	To give an in-depth knowledge of the functioning of derivative securities market.
	19260EF35	Cross Cultural Management	
	19260EF36	Global Logistics and Supply Chain Management	The objective of the course is to provide to the students a specialized knowledge of the techniques of evaluating proposed investments and to acquaint them with the problems encountered in the decisional process pertaining to capital investments of the project.

	19260EF38	International Strategic Management	To provide the basics of insurance contracts and to explain the various types of insurance policies.
	19260EF39	Global Business Ethics and Corporate Governance	To give the students an overall view of the international financial system – instruments and markets.
IV	19260EF42	Management Of International Developmental Organizations	To enable the students to understand the principles, practices and application in Micro Finance.
			To equip the students with necessary strategic knowledge and skills received to evaluate discussions or capital restructuring, mergers and acquisitions.
	19260EF43	Merger and Acquisitions	The course is to sensitize the students to issues pertaining to sustainable development and business ethics and enable development and business ethics and enable them to understand the implications of various statutory and policy guidelines concerning corporate governance for actual business decision making.
	19260EF44	International Financial Management	The course is to sensitize the students to issues pertaining to sustainable development and business ethics and enable development and business ethics and enable them to understand the implications of various statutory and policy guidelines concerning corporate governance for actual business decision making.
		SYSTEM	
2017		MBA	
Sem	Course Code	Title of the Course	C O S
III	19260EG33	Software Engineering	This course aims to understand the software engineering and apply the knowledge of a disciplined approach to the development of software and to the management of the software product lifecycle.
	19260EG34	Software Project Management	To give an in-depth knowledge of the functioning of derivative securities market.
	19260EG35	Relational Database Management	

	19260EG37	Data Warehousing & Data Mining	This course provides an understanding of the following fund-based and fee-based financial services offered by financial intermediaries such as non-banking finance companies, banks and financial institutions. This course will also focus on issues concerning the financial management of financial intermediaries.
	19260EG38	Knowledge Management	To give the students an overall view of the international financial system – instruments and markets.
	19260EG39	Enterprise Resource Planning	To provide the basics of insurance contracts and to explain the various types of insurance policies.
IV	19260EG42	Information Storage & Management	Student will acquire Nuances involved in short term corporate financing, Good ethical practices
	19260EG43	Cloud Computing	To enable the students to understand the principles, practices and application in Micro Finance.
	19260EG44	Decision Support System And Intelligent Systems	To understand the components of DSS and IS. To know the appropriate model to be used for a problem
	HOSPITAL MANAGEMENT		
2017		MBA	
Sem	Course Code	Title of the Course	C O S
III	19260EH33	Management Of Hospital Services	To enable the students gain insights into various aspects like importance, functions, policies and procedures, equipping, controlling, co-ordination, communication, staffing, reporting and documentation of both clinical and non clinical services in a hospital.
	19260EH34	Operations Management In Health Care	To give an in-depth knowledge of the functioning of derivative securities market.
	19260EH35	Marketing Management Of Hospital And Health Care Services	
	19260EH36	Community Health and Management of	The objective of the course is to provide to the students a specialized knowledge of the techniques of evaluating proposed investments and to acquaint them with the problems encountered in the decisional process pertaining to capital investments of the project.

	19260EH38	Management of Clinical and Super Specialty	To give the students an overall view of the international financial system – instruments and markets.
	19260EH39	Services in Hospitals	To provide the basics of insurance contracts and to explain the various types of insurance policies.
IV	19260EH42	Patient Care Management	Student will acquire Nuances involved in short term corporate financing, Good ethical practices
	19260EH43	Health Related Laws and Ethics	To enable the students to understand the principles, practices and application in Micro Finance.
	19260EH44	Medical Tourism	The Objective of the Course is to familiarize the learner with the importance, techniques and the procedures involved in the management of Hospital Waste.
TOURISM			
2017		MBA	
Sem	Course Code	Title of the Course	C O S
III	19260EI33	Tourism Principles, Policies and Practices	To realize the potential of tourism industry in India. To understand the various elements of Tourism Management and familiarize with the Tourism policies in the national and international context.
	19260EI34	Tourism Products of India	To give an in-depth knowledge of the functioning of derivative securities market.
	19260EI35	Destination Planning and development	
	19260EI36	Travel agency and Tour operations	The objective of the course is to provide to the students a specialized knowledge of the techniques of evaluating proposed investments and to acquaint them with the problems encountered in the decisional process pertaining to capital investments of the project.
	19260EI37	Hospitality Management	This course provides an understanding of the following fund-based and fee-based financial services offered by financial intermediaries such as non-banking finance companies, banks and financial institutions. This course will also focus on issues concerning the financial management of financial intermediaries.
	19260EI38	Indian culture and Heritage	To give the students an overall view of the international financial system – instruments and markets.

	19260EI44	E- Tourism	To equip the students with necessary strategic knowledge and skills received to evaluate discussions or capital restructuring, mergers and acquisitions.
AGRI BUSINESS MANAGEMENT			
2017		MBA	
Sem	Course Code	Title of the Course	C O S
III	19260EJ33	Agribusiness Environment and Policy	To realize the potential of tourism industry in India. To understand the various elements of Tourism Management and familiarize with the Tourism policies in the national and international context.
	19260EJ34	Agricultural Marketing Management	To give an in-depth knowledge of the functioning of derivative securities market.
	19260EJ35	Farm Business Management	
	19260EJ36	Management of Agribusiness Cooperatives	The objective of the course is to provide to the students a specialized knowledge of the techniques of evaluating proposed investments and to acquaint them with the problems encountered in the decisional process pertaining to capital investments of the project.
	19260EJ37	Food Retail Management	This course provides an understanding of the following fund-based and fee-based financial services offered by financial intermediaries such as non-banking finance companies, banks and financial institutions. This course will also focus on issues concerning the financial management of financial intermediaries.
	19260EJ38	Management of Agricultural Input Marketing	To give the students an overall view of the international financial system – instruments and markets.
	19260EJ39	Agri Supply Chain Management	To provide the basics of insurance contracts and to explain the various types of insurance policies.
	19260EJ42	Agriculture Economics	Student will acquire Nuances involved in short term corporate financing. Good ethical practices
	19260EJ43	Agricultural and Micro-Finance	To enable the students to understand the principles, practices and application in Micro Finance.



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

1.1.1 Curriculum developed and implemented have relevance to the local, national, regional and global developmental needs which is reflected in Programme outcomes (POs), Programme Specific Outcomes(PSOs) and Course Outcomes(COs) of the Programmes offered by the University (2UGBTGE)

Program Outcomes and Course outcomes of

Department of Management
REGULATION – 2017

LOCAL	
REGIONAL	
NATIONAL	
GLOBAL	



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

2017		BBA	
Sem	Course Code	Title of the Course	COs
I	17110AEC11	Tamil I	CO:1 Learn the changes occurred in literature since classical period.
I			CO:2 Make use of vocabulary systematically.
I			CO:3 Understand how to lead one's life realizing the modernity and its environment/atmosphere.
I	17111AEC12	English I	CO:1 Develop vocabulary
I			CO:2 Learn to edit and do proof reading
I			CO:3 Read and comprehend literature
I	17160SEC13	Principles of Management	CO:1 Read and comprehend literature
I			CO:2 Appreciate poetry and prose
I			CO:3 Familiarize students with fiction.
I	17160SEC14	Managerial Economics	CO:1 Understanding the fundamental of financial accounting
I			CO:2 Develop the modern market economy
I			CO:3 prepare the different kinds of financial statement
I			CO:4 Acquire conceptual knowledge of basics of accounting
I			CO:5 Identify and analyze the reasons for the difference between cash book and pass book balances
I			CO:6 Develop the skill of recording financial transactions and preparation of reports in accordance with GAAP
I	17160AEC15	Business Communication	CO:1 Discuss the supply and demand theory and its impact on insurance
I			CO:2 outline an how entity operate in the Business environment
I			CO:3 Explain the legal frame work that regulate the insurance industry
I			CO:4 Understand relationship between environment and business; Applying the environmental analysis techniques in practice
I			CO:5 Understand Economic, Socio-Cultural and Technological Environment
I			CO:6 Know state policies Economic legislations and Economic reforms laid by the government
I	17160AEC16	Business Mathematics and Statistics	CO:1 Understand fundamental marketing concepts, theories and principles in areas of marketing policy
I			CO:2 Apply the knowledge, concepts, tools necessary to understand challenges
I			CO:3 Understand the marketing concepts and its evolution
I			CO:4 Analyze the market based on segmentation, targeting and positioning
I			CO:5 Know the consumer behavior and their decision making process

II	17160AEC25		CO:5 Identify and address common ethical issues that arise for individuals, managers, and organizations.
II			CO:6 Recognize how individual differences and cognitive barriers can influence ethical judgment.
II			CO:7 Identify and prioritize personal values and apply those to making ethical decisions.
II	17160AEC26	Allied-IV Management Information System	CO:1 Critically evaluate the underlying assumptions of analysis tools
II			CO:2 Solve a range of problems using the techniques covered
II			CO:3 Conduct basic statistical analysis of data.
II			CO:4 Understand basic statistical concepts such as statistical collection, statistical series, tabular and graphical representation of data
II			CO:5 Calculate measures of central tendency, dispersion and asymmetry; correlation and regression analysis
II			CO:6 Choose a statistical method for solving practical problems
II	17160RLC27	Research Led Seminar	CO: 1 Understand the dynamics of marketing in business
II			CO:2 ability and confidence to tackle common practical financial problems of business.
II			CO:3 Understand the scope of Business, and its importance.
II			CO:4 Identify different forms of business organizations viz; Sole Proprietorship, Partnership, Joint Hindu Family Business & Co-operative Organizations.
II			CO:5 Understand a Joint Stock Company and various formalities to promote a Company
II			CO:6 Learn various sources Industrial Financial resources and the means to raise them
II	17120SEC02AL	Skill Based Elective Course - II	CO:1. Identify the names and functions of the PowerPoint interface.
II			CO:2. Create, edit, save, and print presentations.
II			CO:3. Format presentations.
II			CO:4. Add a graphic to a presentation.
II			CO:5. Create and manipulate simple slide shows with outlines and notes.
II			CO:6. Create slide presentations that include text, graphics, animation, and transitions.
II	17111SEC02L	Communicative English Lab - II	CO:1 Learn grammar.
II			CO:2 Use a variety of reading strategies
II			CO:3 Enhance the skill of making grammatically correct sentences.
II			Co:4 Develop listening skill
III	17110AEC31	Tamil III	CO:I Achieve one's goal by following the ancestral path
III			CO:2 Learn to lead life of perfection by realizing the uncertainty in the life
III			CO:3 Attain happiness through honesty
III	17111AEC32	English III	CO:1 Understand phonetics.
III			CO:2 Develop writing skill
III			CO:3 Able to develop creative writing
III	17160SEC33	Core – V Management Accounting	CO:1 Enable to appreciate different types of prose
III			CO:2 Develop the conversational skills through one-act plays
III			CO:3 Enhance the skill of making grammatically correct sentences.

IV	17160SEC44	Core - VIII Cost Accounting	CO:1 Understand the concept of partnership
IV			CO:2 Understand the journal entries for the formation of partnership
IV			CO:3 Familiarize the concept of Branch account and its system
IV	17160AEC45	Allied -VII Retail Management	CO:1 Understand the key principles and tools of integrated marketing communication
IV			CO:2 Explain the environmental factors which influence consumer and organizational decision
IV			CO:3 Identify the elements of the communication process between buyers and sellers in business. making process
IV	17160AEC46	Allied -VIII Industrial Relations and Labour Law	CO:1 Get a basic understanding of different type of meeting of board of directors.
IV			CO:2 Use international trade terms and concepts when communicating.
IV			CO:3 Demonstrate comprehensive knowledge and understanding of social and economic policy considerations arising in this area.
IV			CO:4 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;
IV	17120SEC04AL	Skill Based Elective Course - IV	CO:1 Examine database concepts and explore the Microsoft Office Access environment.
IV			CO:2. Design a simple database.
IV			CO:3. Build a new database with related tables.
IV			CO:4. Manage the data in a table.
IV	17111SEC04L	Communicative English - IV	CO:1 Learn grammar.
IV			CO:2 Enable to express their views in conversation
IV			CO:3 Develop soft skills
IV			CO:4 ce presentation skills
IV	171ENVSTSTU	Environmental Studies	CO:1 Learn about environmental pollution.
IV			CO:2 Familiarize with the social issues and the environment
IV			CO:3 will be able to do independent research on human interactions with the environment.
IV			CO:4 To recognize the physical, chemical, and biological components of the earth's systems and show how they function
IV			CO:5 Analyze and evaluate ideological and philosophical approaches used to understand environmental relationships.
IV			CO:6 Carry out an applied research project in the natural sciences.
V	17160SEC51	Core - IX Financial Management	Co:1 Find out how can a company dissolve.
V			CO:2 Understand Mutual funds investments.
V			CO:3 Learn about Working format of companies.
V			CO:4Enabling the students to understand the features of Shares and Debentures
V			CO:5Develop an understanding about redemption of Shares and Debenture and its type
V			CO:6 Exposure to the company final accounts
V	17160SEC52	Core - X Services Marketing	CO:1 Use business finance terms and concepts when communicating.
V			CO:2 Demonstrate a basic understanding of financial management.
V			CO:3 Provide introduction to Financial Management
V			CO:4 Create an awareness about capital structure and theories of capital structure

VI	17160SEC62	Entrepreneurial Development	CO:2 Write a business plan
VI			CO:3 Develop students about Entrepreneurship development
VI			CO:4 Create an awareness on various Entrepreneurship Development Programme
VI	17160SEC63	Core – XIV Logistics and Supply Chain Management	CO:1 Articulate knowledge of fundamental audit concepts
VI			CO:2 Apply critical thinking skills and solve auditing Problems.
VI			CO:3 Apply and demonstrate the accounting knowledge and skills in Auditing.
VI	17160DSC64	Discipline Specific Elective – II	CO:1 File IT Return on individuals basis
VI			CO:2 Compute the total Income and Define tax complications and structure.
VI			CO:3 In order to familiarize the different know-how and heads of income with its components
VI	17160GEC65	General Elective - I	CO:1 Greater Social support
VI			CO:2 More on-task behaviour
VI			CO:3 Develop Professionals in the filed of Co-operation, Co-operative law and Management.
VI	17160PRW66	Project Work	CO:1 To help to gather knowledge on banking and financial system in India
VI			CO:2 To provide knowledge about commercial banks and its products
VI			CO:3 Aim to familiarize banking system in India
VI	17111SEC06L	Communicative English Lab - VI	CO:1 Develop plans with relevant people to achieve the project's goals
VI			CO:2 Break work down into tasks and determine handover procedures
VI			CO:3 Identify links and dependencies, and schedule to achieve deliverables

Skill Based Elective Courses

	Course Code	Course Title	COS
I	17120SEC01A	Fundamentals of Computers	To familiarize the students to the basic concepts of management in order to aid in understanding how an organization functions, and in understanding the complexity and wide variety of issues managers face in today's business firms.
I	17160SEC01B	Soft Skills – I	To gain an understanding of theories and practices in organizational behaviour at individual, group and organizational level.
II	17120SEC02A	Ms office Packages Lab	To acquaint the students with the fundamental principles of financial, cost & Management Accounting. Enable the students to take decisions using management accounting tools and to exposes the students to various concepts and principles of accounting for making efficient decisions.
II	17160SEC02B	Soft Skills- II	To make the students aware of the various economic theories and principles - To equip them with the required tools and techniques for improving their decision-making skills.



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THANJAVUR – 613 403 – TAMILNADU

Department of Management

PROGRAM OUTCOMES

- Knowledge of Business, Management and Emerging Technologies
- Research and Business Intelligence
- Business Culture and Business Ethics

2017		MBA	
Sem	Course Code	Title of the Course	COs
I	17260C011	Management Concepts	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.
	17260C012	Organisational Behaviour	CO:1 Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes
			CO:2 Develop, implement, and evaluate employee orientation, training, and development programs.
			CO:3 Understanding of the basic concepts, functions and processes of HRM
			CO:4 develop a selection and interviewing program
			CO:5 know formalize, Design and evaluate various Recruitment and Placement policies.
			CO:6 Use methods of collecting job analysis information.
	17260C013	Accounting for Managers	CO:1 Focuses on services, service design, and service innovation, with the aim of developing empathy for customers and understanding the customer experience
			CO:2 strategies that support broader marketing decisions.
			CO:3 Develop an understanding of the role of relationship marketing and customer service
			CO:4 Demonstrate a knowledge of the extended marketing mix for services.

			CO: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
17260C022	Human Resources Management		CO:1 Activity based approaches to management and cost analysis
			CO:2 Analysis of common costs in manufacturing and service industry
			CO:3 Techniques for profit improvement, cost reduction, and value analysis
			CO:4 Throughput accounting
			CO:5 Target costing; cost ascertainment and pricing of products and services
			CO:6 Pricing Decisions
			CO:7 Budgets and Budgetary Control
			CO:8 Evolution of standards, continuous -improvement; keeping standards meaningful and relevant; variance analysis
			CO:6 Distinguish Joint Venture and Partnership and to learn the methods of maintaining records under Joint Venture
			CO:7 Understand the meaning and features of Non-Profit Organisations
			CO:8 Learn to prepare Receipts & Payment Account, Income & Expenditure Account and Balance Sheet for Non-Profit Organizations
	17260C023	Marketing Management	CO:1 The role that retailing plays in the distribution component of the marketing mix
			CO:2 Understanding of the concept of social responsibility and the role it plays in retailin
			CO:3 Aware of the moral and ethical dilemmas that face the retailing industry in today's business environment
			CO:4 Development and understanding of implementing a retail strategy.
			CO: 5 Understanding of the increased use of technology in the field of retailing
			CO:6 Identify key roles within retail businesses
	17260C024	Production & Operations Management	CO:1 Demonstrate knowledge of research processes (reading, evaluating, and developing)
			CO:2 Perform literature reviews using print and online databases
			CO:3 Identify, explain, compare, and prepare the key elements of a research proposal/report
			CO:4 Select and define appropriate research problem and parameters
			CO:5 Prepare a project proposal (to undertake a project)
			CO:6 Understand some basic concepts of research and its methodologies
	171CBMRM25	Research Methodology	CO:1 Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.
			CO:2 Have basic knowledge on qualitative research techniques
			CO:3Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis
			CO:4 Have basic awareness of data analysis-and hypothesis testing procedures
			CO:5 knowledge for enabling students to develop data analytics skills and meaningful interpretation to the data sets so as to solve the business/Research problem.

			CO:3 Let students design their own projects. Or require that projects iterate or counter existing cultural trends and patterns or that address compelling social concerns (e.g.technology addiction).
			CO:4 Use concept-mapping before, during, and after the project is completed.
			CO:5Give students the opportunities to use their specific gifts, skills, and backgrounds in completing the project.
			CO:6 Help students brainstorm the opportunities for creative risk taking at the beginning of a project.
	17161SRC33	Participation in Scaffold Research	CO:1 File IT Return on individuals basis
			CO:2 Compute the total Income and Define tax complicacies and structure.
			CO:3 In order to familiarize the different know-how and heads of income with its components
			CO:4 It helps to build an idea about income from house property as a concept
			CO:5 It give more idea about the income from business or profession
			CO:6 Make the students familiarizes with the concept of depreciation and its provisions
IV	17260C041	Entrepreneurial Development	CO:1 Have developed an understanding of major issues related to international Business
			CO:2 Have developed skills in researching and analyzing trends in global markets and in modern marketing practice
			CO:3 An organization's ability to enter and compete in international markets.
			CO:4 Develop skills in researching and analyzing international Business opportunities
			CO:5 Develop a high level of analytical skills and critical thinking in an international Business contex
			CO:6 Explain the main institutions that shape the global marketplace;
	17261PRW44	Project Work	CO:1 Know about the company in the Abroad.
			CO:2 Understand the use of the memorandum of association and article of association in a company, they also learn from this course
			CO:3 Develop Professionals in the filed of Project
	SPECIALIZATIONS		
	MARKETING		
2017		MBA	
Sem	Course Code	Title of the Course	COs
	17260EA33	Consumer Behaviour	The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms.

	17260EB34	Organizational Development & Change management	The objective of this paper is to prepare students as organizational change facilitators using the knowledge and techniques of behavioral science.
	17260EB35	Performance Management	The objective of this course is to help the students gain understanding of the functions of performance management system in the organization and provide them tools and techniques to be used in appraising the performance of the employees.
	17260EB36	Labour Legislations	This course will help the student to get exposure on Industrial Law. Understand the relations ship between the employee, employer, union and government and to have awareness of various industrial laws relating to employees.
	17260EB37	Compensation Reward Management	The course is designed to promote understanding of issues related to the compensation and rewarding human resources in the organizations and to impart skills in designing analyzing and restructuring reward management systems, policies and strategies.
	17260EB38	Cross Culture Management	The objective of this course is to develop a diagnostic and conceptual understanding of the cultural and related behavioral variables in the management of global organizations.
	17260EB39	Conflict and Negotiation Management	The course plan to develop an understanding of conflict dynamics and the art and science of negotiation. On the completion of syllabus, students will be in a position to answer the role that can be played by conflict resolution techniques such as mediation.
IV	17260EB42	Industrial Relation	This course will help the student to get exposure on Industrial Relations. Understand the relations ship between the employee, employer, union and government
	17260EB43	Training & Development	The objective of this course is to help the students gain understanding of the objectives of training in the organization and provide them tools and techniques to be used in training the employees. This paper will attempt to orient the students to tailor themselves to meet the specific needs of the organizations in training and development activities.
	17260EB44	Talent Management	This course will help the student to get exposure on Talent management. Understand the how to acquire talent employees and how to retain such employees in the organization for effective performance and achievement of goals.
	FINANCE		
2017		MBA	
Sem	Course Code	Title of the Course	COs
III	17260EC33	Security Analysis and Portfolio Management	The objective of this course is to impart knowledge to students regarding the theory and practice of Security Analysis and to give the students an in-depth knowledge of the theory and practice of Portfolio Management.
	17260EC34	Derivatives Management	To give an in-depth knowledge of the functioning of derivative securities market.
	17260EC35	Project Finance	

IV	17260ED43	Service and Operation Management	To help understand how service performance can be improved by studying services operations management
	17260ED44	Product Design	To help Understand the application of structured methods to develop a product. Student gains knowledge on how a product is designed based on the needs of a customer
	LOGISTICS AND SUPPLY CHAIN MANAGEMENT		
2017		MBA	
Sem	Course Code	Title of the Course	COs
III	17260EE33	Purchasing and Procurement Management	The objective of this course is to impart knowledge to students regarding the theory and practice of Security Analysis and to give the students an in-depth knowledge of the theory and practice of Portfolio Management.
	17260EE34	Material Management	To give an in-depth knowledge of the functioning of derivative securities market.
	17260EE35	Inventory Management	
	17260EE36	Supply Chain Management	The objective of the course is to provide to the students a specialized knowledge of the techniques of evaluating proposed investments and to acquaint them with the problems encountered in the decisional process pertaining to capital investments of the project.
	17260EE37	Logistics Management	This course provides an understanding of the following fund-based and fee-based financial services offered by financial intermediaries such as non-banking finance companies, banks and financial institutions. This course will also focus on issues concerning the financial management of financial intermediaries.
	17260EE38	Custom House Practice And Legalities	To give the students an overall view of the international financial system – instruments and markets.
	17260EE39	Export Trade And Documentation	To provide the basics of insurance contracts and to explain the various types of insurance policies.
IV	17260EE42	Quality Management	Student will acquire Nuances involved in short term corporate financing, Good ethical practices
	17260EE43	Air Cargo Logistics Management	To enable the students to understand the principles, practices and application in Micro Finance.
	17260EE44	Shipping And Ocean Freight Logistics Management	To equip the students with necessary strategic knowledge and skills received to evaluate discussions or capital restructuring, mergers and acquisitions.
	INTERNATIONAL BUSINESS		
2017		MBA	
Sem	Course Code	Title of the Course	COs
III	17260EF33	International Marketing	The objective of this course is to impart knowledge to students regarding the theory and practice of Security Analysis and to give the students an in-depth knowledge of the theory and practice of Portfolio Management.
	17260EF34	International Human Resource Management	To give an in-depth knowledge of the functioning of derivative

	17260EG36	E- Business Technology Management	The objective of the course is to provide to the students a specialized knowledge of the techniques of evaluating proposed investments and to acquaint them with the problems encountered in the decisional process pertaining to capital investments of the project.
	17260EG37	Data Warehousing & Data Mining	This course provides an understanding of the following fund-based and fee-based financial services offered by financial intermediaries such as non-banking finance companies, banks and financial institutions. This course will also focus on issues concerning the financial management of financial intermediaries.
	17260EG38	Knowledge Management	To give the students an overall view of the international financial system – instruments and markets.
	17260EG39	Enterprise Resource Planning	To provide the basics of insurance contracts and to explain the various types of insurance policies.
IV	17260EG42	Information Storage & Management	Student will acquire Nuances involved in short term corporate financing, Good ethical practices
	17260EG43	Cloud Computing	To enable the students to understand the principles, practices and application in Micro Finance.
	17260EG44	Decision Support System And Intelligent Systems	To understand the components of DSS and IS. To know the appropriate model to be used for a problem
	HOSPITAL MANAGEMENT		
2017		MBA	
Sem	Course Code	Title of the Course	COs
III	17260EH33	Management Of Hospital Services	To enable the students gain insights into various aspects like importance, functions, policies and procedures, equipping, controlling, co-ordination, communication, staffing, reporting and documentation of both clinical and non clinical services in a hospital.
	17260EH34	Operations Management In Health Care	To give an in-depth knowledge of the functioning of derivative securities market.
	17260EH35	Marketing Management Of Hospital And Health Care Services	
	17260EH36	Community Health and Management of	The objective of the course is to provide to the students a specialized knowledge of the techniques of evaluating proposed investments and to acquaint them with the problems encountered in the decisional process pertaining to capital investments of the project.
		National Health Programmes	This course provides an understanding of the following fund-based and fee-based financial services offered by financial intermediaries such as non-banking finance companies, banks and financial institutions. This course will also focus on issues concerning the financial management of financial intermediaries.
	17260EH37	Management of Clinical and Super Specialty	To give the students an overall view of the international financial system – instruments and markets.

	AGRI BUSINESS MANAGEMENT		
2017		MBA	
Sem	Course Code	Title of the Course	COs
III	17260EJ33	Agribusiness Environment and Policy	To realize the potential of tourism industry in India. To understand the various elements of Tourism Management and familiarize with the Tourism policies in the national and international context.
	17260EJ34	Agricultural Marketing Management	To give an in-depth knowledge of the functioning of derivative securities market.
	17260EJ35	Farm Business Management	
	17260EJ36	Management of Agribusiness Cooperatives	The objective of the course is to provide to the students a specialized knowledge of the techniques of evaluating proposed investments and to acquaint them with the problems encountered in the decisional process pertaining to capital investments of the project.
	17260EJ37	Food Retail Management	This course provides an understanding of the following fund-based and fee-based financial services offered by financial intermediaries such as non-banking finance companies, banks and financial institutions. This course will also focus on issues concerning the financial management of financial intermediaries.
	17260EJ38	Management of Agricultural Input Marketing	To give the students an overall view of the international financial system – instruments and markets.
	17260EJ39	Agri Supply Chain Management	To provide the basics of insurance contracts and to explain the various types of insurance policies.
	17260EJ42	Agriculture Economics	Student will acquire Nuances involved in short term corporate financing, Good ethical practices
IV	17260EJ43	Agricultural and Micro-Finance	To enable the students to understand the principles, practices and application in Micro Finance.
	17260EJ44	New Trends and Development in Agri-Sector	To equip the students with necessary strategic knowledge and skills received to evaluate discussions or capital restructuring, mergers and acquisitions.


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