



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

AQAR – QUALITATIVE METRIC

2022 - 2023

Criterion 1 - Curricular Aspects

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 Institution.

Name of the Programme: M.COM

Programme Outcomes:

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	Communication Skill -Ability to develop communication, managerial and interpersonal skills.



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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.



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Programme Specific Outcomes:

PSO 1	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.
PSO 2	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.
PSO 4	Contribution to Business World- To produce employable, ethical and innovative professionals to sustain in the dynamic business world.
PSO 5	Contribution to the Society- To contribute to the development of society by collaborating with stakeholders for mutual benefit.



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Course Outcomes:

Course Code	Course Title	Nature of the Course (Local/National/Regional/Global)	Course Description	Course Outcomes
23PG1A1	Business Finance	Global	This course highlights the concept of Business Finance	CO1: Explain the important finance concepts CO2: Estimate risk and determine its impact on return CO3: Examine leasing and other sources of finance for startups CO4: Summarise cash, receivable and inventory management techniques CO5: Evaluate techniques of long term investment decision



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				incorporating risk factor
23PG1A2	DIGITAL MARKETING	Global	This course introduces the concepts of digital marketing	CO1: Explain the dynamics of digital marketing CO2: Examine online marketing mix CO3: Compare digital media channels CO4: Explain online consumer behavior CO5: Analyse social media data
23PG1A3	Banking And Insurance	National	This course introduces the concepts of banking and insurance	CO1: Relate the transformation in banking from traditional to new age CO2: Apply modern techniques of digital banking CO3: Evaluate the role of



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				insurance sector CO4: Examine the regulatory mechanism CO5: Assess risk mitigation strategies
23PG1AE1	Security Analysis And Portfolio Management	Global	This course highlights the concept of security analysis and management of portfolios	CO1: To become familiar with various Investment avenues and Portfolio Construction CO2: To understand the Equity Shares, Preference Shares and Bonds valuation models CO3: To learn about long-term and short-term investment analysis tools. CO4: To analyse with Portfolio theories



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				CO5: To gain knowledge in Portfolio performance methods.
23PG1AE4	Strategic Human Resource Management	Global	This course enables the students get the better understanding of the concepts of strategic human resource management.	CO1: Recall the fundamentals of strategic Human Resource Management CO2: Examine the conceptual framework of strategic Human Resource Management Models CO3: Apply the knowledge of various strategies in Human Resource Management in the corporate arena CO4: Illustrated rafting of HR policies CO5: Analyse the latest trend in the strategic Human Resource



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				Management.
22A1EDC/ 22A2EDC	Organisational Behaviour	Global	This course ensures that the students of other departments are trained in the basic aspects of Organisational behaviour in current scenario	CO1: Gain knowledge on basic aspects of organizational behaviour in current scenario CO2: Learn approaches of the organization CO3: Understand personality and motivation CO4: Improve their ability in leadership CO5: Improve their ability in communication
23PG2A4	Strategic Cost Management	Global	To understand the concepts of strategic cost management and the activity based cost	CO1: Explain strategic cost management and QC CO2: Choose the appropriate



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			management. This paper aims to make the students well verse in cost management specially in agriculture and IT Sector.	technique for cost control CO3: Make use of activity based costing in practice CO4: Choose transfer pricing methods to solve problems CO5: Construct cost structure for Agriculture and IT sector
23PG2A5	Corporate Accounting	Global	This course enables the students to know about the Principles involved in the maintenance of company law and to provide the students the knowledge to recent developments	CO1: Determine profit and financial position by preparing financial statements of companies as per schedule III of Companies Act, 2013 CO2: Apply the provisions of IRDA Regulations in the preparation of final accounts of Life Insurance and General Insurance



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			in corporate accounting.	Companies CO3: Determine the overall profitability and financial position by preparing consolidated financial statements of holding companies in accordance with AS21. CO4: Analyse contemporary accounting methods CO5: Examine Financial Reporting based on appropriate Accounting Standards and provisions of Companies Act 2013 with respect to Corporate Social Responsibility
3PG2A6	Setting Up Of Business	National	This course enables the students to	CO1: Compare the various avenues of acquiring finance to



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	ntities		understand the start-ups and formation and registration section 8 companies. The student becomes aware of legal compliances involved in the business entities.	setup a business entity CO2: Recall the legal requirements for Section 8 Company CO3: Examine the provisions for LLP and joint venture CO4: Analyse the registration and licensing procedure CO5: Examine the compliance of regulatory framework regarding environment
G2AE5	Business Ethics And Corporate Sustainability	National	To enable the students to understand the concepts of business ethics and corporate	CO1: Apply the concepts of business ethics in practice CO2: Demonstrate ethical decision making by applying various theories



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			sustainability	CO3: Evaluate moral issues relating to business, marketing, advertising, finance, HR and environmental protection CO4: Explain the concepts of corporate sustainability CO5: Construct reports disclosing sustainability information
23PG2AE7	Rural And Agricultural Marketing	National	This course introduces the concepts of rural and agricultural marketing	CO1: Recall the concepts of rural marketing CO2: Analyse the buying behaviour of rural consumers CO3: Develop the strategies relating to rural product, branding, packaging, etc. CO4: Construct distribution and



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				<p>promotional mix in the rural market relating to food processing industry</p> <p>CO5: Explain the principles and functioning of cooperative marketing</p>
23PG1ASE1	Advanced Excel	Global	<p>This course helps the students to acquire hands on experience in Excel.</p>	<p>CO1: Set up a work book</p> <p>CO2: Perform Calculation on Data and Changing Documents Appearance</p> <p>CO3: Focus on Specific Data Using Filters</p> <p>CO4: Create charts</p> <p>CO5: Learn the printing method</p>
19PG3A9	Advanced	National	<p>This course helps the students to gain</p>	<p>CO1: Distinguish costs create tenders collect costs for units, job,</p>



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	Costing		an in- depth knowledge of the costing. Concepts and the applications of the methods and techniques of cost accounting.	batch and prepare production Account CO2: Distinguish costs create tenders collect costs for units, job, batch and prepare production Account CO3: Compute Notional/ real profit, contracts, completed and in progress CO4: Ascertain cost of finished product by products and joint products for continuous Production CO5: Prepare integral and non-integral cost accounts and reconcile between cost and financial Records
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19PG3A10	Direct Tax Law & Practice (Direct Taxes Law & Practice I)	National	This course helps the students to gain the in-depth knowledge of the provision of income tax law and their applications in computation of various heads of income of different assesses.	CO1: Have a thorough understanding on the basics of I.T CO2: Substance incomes exempt from tax and arrive at tax incidence based on residential status of assesses CO3: Compute IFS given, varied forms and determination of salary receipt CO4: Arrive at IFHP, in different contexts CO5: Calculate taxable profits, in different business dimensions
19PG3A11	Executive Skill Development	Global	This Course enables the students to know	CO1: Portray themselves and discover the secret - the power within.



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			<p>themselves, to develop their personality and equip them with basic communication skills.</p>	<p>CO2: Enhance interpersonal skills</p> <p>CO3: Identify the causes of stress and to cope up with stress</p> <p>CO4: Foster Communication skills</p> <p>CO5: Prove themselves to be good leaders with art of time management and public speaking.</p>
<p>19PG3 EA12</p>	<p>Software Package For Accounting Decisions</p>	<p>Global</p>	<p>This course ensures that the student gets hands-on –experience in working with financial accounting in software package, which will enable</p>	<p>CO1: Introduce the basic concepts of Accounting</p> <p>CO2: Create Companies using Software Package Use features effectively and navigate between functional keys</p> <p>CO3: Enlighten with F11 & F12</p>



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			them, work with computerized accounts.	features CO4: Create vouchers and invoices CO5: Help organizations in dealing inventory information
19PG3AE1	Partnership Accounting	National	This course enables the students to gain knowledge and skills in the procedure relating to partnership accounting and other specified areas of financial accountings and to have a focus on	CO1: Pronounce the basics of partnership Act, regarding maintenance of books of accounts of firm and deal with past guarantees & adjustments CO2: Record accounting transactions during admission CO3: Ascertain the profit up to the date of death / retirement of partner CO4: Account for dissolution of



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			accounting for all types of transactions that are unique to a partnership.	partnership firm for amalgamation of firms and sale of a firm to a company CO5: Record the insolvency accounts of firms during piecemeal distribution
19PG3AE 2	Marketing Management	Global	This course helps the students to understand the framework of marketing management. Under various contexts. This course enables the students to acquire the knowledge about the various	CO1: Spell out the cognitive of marketing and marketing mix, and its recent dynamics CO2: Highlight the process of evolution of product, its life cycle and the elements of policy development of a product and apply the same in business / industry CO3: Identify and apply different methods of pricing, in different



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			dimensions and aspects of marketing and prepare them to take-up career in marketing.	types of businesses CO4: Explain the kinds of channel members, and the influencers and formation of channels CO5: Know about the recent trends in marketing
19PG4A13	Corporate Accounting	National	This course enables the students to know about the principles involved in the maintenance of company law and to provide the students the knowledge to recent developments in corporate	CO1: Account for the procedural process involved issue of shares and forfeiture in redemption of preference shares CO2: Facilitate corporate, in preparing final accounts CO3: Prepare the merged accounts of pooled companies CO4: Value shares of goodwill,



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			accounting.	based on the typicality of each company CO5: Prepare Accounts of Holding Companies
23PG4A14	Women Entrepreneurship And Management Of Small Business	National	This course provides necessary exposure to the students to the entrepreneurial and business climate of the country and motivates them for taking up entrepreneurial activities as their career option.	CO1: Familiarize with the types of entrepreneurship & Get acquainted with problems faced by women entrepreneurs CO2: Understanding of Small Scale Enterprises CO3: Highlight the process of evolution of product, its life cycle, and the elements of policy development of a product and apply the same in SSI CO4: Critically Analyse the



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				Financial Health CO5: Government policies for women entrepreneurship
19PG4A15	Direct Tax Law And Practice II /Assessment Of Income Tax	National	This course helps to gain in-depth knowledge about provisions of income tax law and their applications in the assessment of individuals, firms and companies.	CO1: Figure out the income from capital gains and other sources CO2: Computation of deductions from gross total income CO3: Estimate the income of individuals CO4: Determine the income of firms and companies CO5: Familiarize with various types of assessment
23PG4A16	Work Force Management	National	This course enables the students to have an understanding of	CO1: Understand the basic concepts, functions and processes of human resource management



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			the various aspects of man power managements, work environment and ways and means of motivating employees and disciplinary measures	CO2: Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes CO3: Creating Self-Motivated Employees CO4: Design the organization climate and culture CO5: Facilitate and support effective employee and labour relations.
19PG4AE3	Special Accounts	National	This course emphasizes the construction of final Accounts of Banking Insurance	CO1: Identify legal requirements for Banking Accounts and classify advances by Banks CO2: Prepare final accounts of Banks and interpret them in real



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			Companies and Public Utility Concern	business world CO3: list out and prepare revenue accounts as per the new Insurance Regulations CO4: Formulate final accounts for Life and General Insurance companies CO5: Understand the methods of changing prices using CPP, CCA and hybrid methods thus accounting for inflation.
19PG4AE4	Logistics Management	Global	This course enables the students to understand the importance and dynamics of a firm's	CO1: Value propositions, work and arrangements of Supply Chain Management CO2: Rationale the functionality of transportation



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			physical distribution functions and management of its supply chain.	CO3: Bring out the role of logistic and supply chain management in Global Economics CO4: Communicate International Insurance Policies in Cargo Movements CO5: Encompass to pipeline transport of goods in International market segments
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