



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University

Re-Accredited with 'A++' by NAAC (Cycle - IV)

Mary Land, Madurai - 625018, Tamil Nadu

PROGRAMME OUTCOMES AND COURSE OUTCOMES

2022 – 2023

NAME OF THE PROGRAMME: M.COM

PROGRAMME CODE: PACO

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.
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.



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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.

Course Outcomes:

Course Code	Course Title	Course Outcomes
23PG1A1	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



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		techniques CO5: Evaluate techniques of long term investment decision incorporating risk factor
23PG1A2	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	CO1: Relate the transformation in banking from traditional to new age CO2: Apply modern techniques of digital banking CO3: Evaluate the role of insurance sector CO4: Examine the regulatory mechanism CO5: Assess risk mitigation strategies



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23PG1AE1	Security Analysis And Portfolio Management	<p>CO1: To become familiar with various Investment avenues and Portfolio Construction</p> <p>CO2: To understand the Equity Shares, Preference Shares and Bonds valuation models</p> <p>CO3: To learn about long-term and short-term investment analysis tools.</p> <p>CO4: To analyse with Portfolio theories</p> <p>CO5: To gain knowledge in Portfolio performance methods.</p>
23PG1AE4	Strategic Human Resource Management	<p>CO1: Recall the fundamentals of strategic Human Resource Management</p> <p>CO2: Examine the conceptual framework of strategic Human Resource Management Models</p> <p>CO3: Apply the knowledge of various strategies in Human Resource Management in the corporate arena</p> <p>CO4: Illustrated rafting of HR policies</p> <p>CO5: Analyse the latest trend in the strategic Human Resource</p>



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		Management.
22A1EDC/ 22A2EDC	Organisational Behaviour	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	CO1: Explain strategic cost management and QC CO2: Choose the appropriate 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	CO1: Determine profit and financial position by preparing financial statements of companies as per schedule III of Companies Act, 2013



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		<p>CO2: Apply the provisions of IRDA Regulations in the preparation of final accounts of Life Insurance and General Insurance Companies</p> <p>CO3: Determine the overall profitability and financial position by preparing consolidated financial statements of holding companies in accordance with AS21.</p> <p>CO4: Analyse contemporary accounting methods</p> <p>CO5: Examine Financial Reporting based on appropriate Accounting Standards and provisions of Companies Act 2013 with respect to Corporate Social Responsibility</p>
3PG2A6	Setting Up Of Business Entities	<p>CO1: Compare the various avenues of acquiring finance to setup a business entity</p> <p>CO2: Recall the legal requirements for Section 8 Company</p> <p>CO3: Examine the provisions for LLP and joint venture</p> <p>CO4: Analyse the registration and licensing procedure</p> <p>CO5: Examine the compliance of regulatory framework regarding</p>



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		environment
G2AE5	Business Ethics And Corporate Sustainability	CO1: Apply the concepts of business ethics in practice CO2: Demonstrate ethical decision making by applying various theories 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	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 promotional mix in the rural market relating to food processing industry CO5: Explain the principles and functioning of cooperative marketing



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23PG1ASE1	Advanced Excel	CO1: Set up a work book CO2: Perform Calculation on Data and Changing Documents Appearance CO3: Focus on Specific Data Using Filters CO4: Create charts CO5: Learn the printing method
19PG3A9	Advanced Costing	CO1: Distinguish costs create tenders collect costs for units, job, 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



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		between cost and financial Records
19PG3A10	Direct Tax Law & Practice (Direct Taxes Law & Practice I)	<p>CO1: Have a thorough understanding on the basics of I.T</p> <p>CO2: Substance incomes exempt from tax and arrive at tax incidence based on residential status of assesses</p> <p>CO3: Compute IFS given, varied forms and determination of salary receipt</p> <p>CO4: Arrive at IFHP, in different contexts</p> <p>CO5: Calculate taxable profits, in different business dimensions</p>
19PG3A11	Executive Skill Development	<p>CO1: Portray themselves and discover the secret - the power within.</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>



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19PG3 EA12	Software Package For Accounting Decisions	CO1: Introduce the basic concepts of Accounting CO2: Create Companies using Software Package Use features effectively and navigate between functional keys CO3:Enlighten with F11 & F12 features CO4: Create vouchers and invoices CO5: Help organizations in dealing inventory information
19PG3AE1	Partnership Accounting	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 partnership firm for amalgamation of firms and sale of a firm to a company CO5: Record the insolvency accounts f firms during piecemeal distribution



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19PG3AE 2	Marketing Management	<p>CO1: Spell out the cognitive of marketing and marketing mix ,and its recent dynamics</p> <p>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</p> <p>CO3:Identify and apply different methods of pricing, in different types of businesses</p> <p>CO4: Explain the kinds of channel members, and the influencers and formation of channels</p> <p>CO5: Know about the recent trends in marketing</p>
19PG4A13	Corporate Accounting	<p>CO1: Account for the procedural process involved issue of shares and forfeiture in redemption of preference shares</p> <p>CO2: Facilitate corporate, in preparing final accounts</p> <p>CO3:Prepare the merged accounts of pooled companies</p> <p>CO4: Value shares of goodwill, based on the typicality of each company</p>



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		CO5: Prepare Accounts of Holding Companies
23PG4A14	Women Entrepreneurship And Management Of Small Business	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 Financial Health CO5: Government policies for women entrepreneurship
19PG4A15	Direct Tax Law And Practice Ii /Assessment Of Income Tax	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



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23PG4A16	Work Force Management	<p>CO1: Understand the basic concepts, functions and processes of human resource management</p> <p>CO2: Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes</p> <p>CO3: Creating Self-Motivated Employees</p> <p>CO4: Design the organization climate and culture</p> <p>CO5: Facilitate and support effective employee and labour relations.</p>
19PG4AE3	Special Accounts	<p>CO1: Identify legal requirements for Banking Accounts and classify advances by Banks</p> <p>CO2: Prepare final accounts of Banks and interpret them in real business world</p> <p>CO3: list out and prepare revenue accounts as per the new Insurance Regulations</p> <p>CO4: Formulate final accounts for Life and General Insurance companies</p>



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		CO5: Understand the methods of changing prices using CPP, CCA and hybrid methods thus accounting for inflation.
19PG4AE4	Logistics Management	<p>CO1: Value propositions, work and arrangements of Supply Chain Management</p> <p>CO2: Rationale the functionality of transportation</p> <p>CO3: Bring out the role of logistic and supply chain management in Global Economics</p> <p>CO4: Communicate International Insurance Policies in Cargo Movements</p> <p>CO5: Encompass to pipeline transport of goods in International market segments</p>