



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

2023 - 2024

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 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	Employability Skill: Develop business acumen to enhance employability skills in the competitive environment.



FATIMA COLLEGE

(Autonomous)

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

PO5	Entrepreneurial Skill- Equip with skills and competencies to become an entrepreneur.
PO6	Contribution to Society- Succeed in career endeavors and contribute significantly to society.
PO7	Communication Skill: Develop communication, managerial and interpersonal skills.
PO8	Individual and Team Leadership Skill: Lead oneself and the team to achieve organizational goals.
PO9	Multicultural competence: Demonstrate knowledge of the values and beliefs of multiple cultures to address issues in the global scenario
PO10	Moral and ethical awareness/reasoning: Embrace moral and ethical values in one's life
PO 11	Leadership readiness qualities: Demonstrate to take up leadership mapping out the tasks and formulating an inspiring vision and mission
PO 12	Lifelong learning: Acquire knowledge and skills, including “learning how to learn



FATIMA COLLEGE

(Autonomous)

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

Programme Specific Outcomes:

PSO 1	Entrepreneurship: Exhibit entrepreneurial ability by enhancing critical thinking, problem solving, decision making and leadership skills that will facilitate startups and high potential organisations.
PSO 2	Research and Development: Design and implement accounting, marketing, finance and HR systems and practices grounded in research that comply with mercantile laws, leading the organisation towards growth and development.
PSO3	Contribution to the Society: Contribute to the development of the society by collaborating with stakeholders for mutual benefit.
PSO 4	Placement: Demonstrate respectful engagement with others' ideas, behaviors, beliefs and apply in diverse frames of decisions and actions.
PSO 5	Contribution to Business World: Facilitate production of employable, ethical and innovative professionals to sustain in the dynamic business world.



FATIMA COLLEGE

(Autonomous)

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

Course Outcomes:

Course Code	Course Title	Nature Of The Course (Local/ National/ Regional/ Global)	Course Description	Course Outcomes
23PG1A1	Business Finance	National	The course intends to focus on financial management practices in organisations.	CO1: To outline the fundamental concepts in finance CO2: To estimate and evaluate risk in investment proposals CO3: To evaluate leasing as a source of finance and determine the sources of startup financing CO4: To appraise capital budgeting techniques for MNCs CO5: To examine cash and inventory management techniques
23PG1A2	Digital Marketing	National	To interpret data from social media and to evaluate game based marketing	CO1: Explain the dynamics of digital marketing CO 2: Examine online marketing mix CO3: Compare digital media channels CO 4 : Interpret online consumer behavior CO5: Analyse social media data
23PG1A3	Banking And Insurance	National	To evaluate the mechanism of	CO1: Relate the transformation in banking from traditional to new age



FATIMA COLLEGE

(Autonomous)

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

			customer service in insurance and the relevant regulations	CO2: Apply modern techniques of digital banking CO3: Evaluate the role of insurance sector CO4: Examine the regulatory mechanism CO5: Assess risk mitigation strategies
23PG1AE1	Security Analysis And Portfolio Management	National	To gain knowledge in Portfolio performance methods.	CO1: Examine investment options and structure a portfolio CO2: Assess the value of Equity Shares, Preference Shares and Bonds CO3: Forecast stock performance through fundamental and technical analysis CO4: Examine the various Portfolio Theories. CO5: Evaluate the portfolio performance
23PG1AE2	Operations Research	National	To use OR models for problem solving	CO 1: Demonstrate knowledge of OR fundamentals CO2: Identify models for problem solving CO 3: Apply sequencing and game theory CO4: Apply network analysis to enhance effectiveness CO5: Examine the models for decision making
23PG1AE3	Labour Laws	National	To become familiar with compensation payable to workmen under different situations and understand the provisions of the	CO1: Recall the basic labour legislations pertaining to Trade Unions CO 2: Discuss on various provisions of the Factory's Act and Equal Remuneration Act CO 3: Assess provisions relating to the workmen's compensations and state insurance. CO4: Examine provisions relating to payment of



FATIMA COLLEGE

(Autonomous)

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

			Employees State Insurance Act	wages and minimum wages. CO5: Identify the provisions of provident fund, gratuity and bonus schemes
23PG1AE4	Strategic Human Resource Management	National	To analyse the key elements of the HR functions	CO 1: Comprehend the fundamentals of strategic Human Resource Management CO2: Recognise the conceptual framework of strategic Human Resource Management CO 3: Integrate and apply the knowledge of various strategies in Human Resource Management in the corporate arena CO4: Assess drafting of HR policies CO5: Explore the latest trend in the strategic Human Resource Management.
23PG1ASE1	Advanced Excel	National	To apply statistical tests using MS-Excel and to prepare the charts	CO 1: 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
23PG2A4	Strategic Cost Management	National	To apply activity based costing for decision making	CO1: Discuss strategic cost management and QC CO2: Choose the appropriate technique for cost control CO3: Utilise activity based costing in practice CO4: Adopt transfer pricing methods CO5: Build cost structure for Agriculture and IT sector
23PG2A5	Corporate Accounting	National	To adopt financial reporting standards	CO1: Prepare Financial Statements of companies as per schedule III of Companies Act, 2013



FATIMA COLLEGE

(Autonomous)

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

				<p>CO2: Apply the provisions of IRDA Regulations, 2002 in the preparation of final accounts of Life Insurance and General Insurance Companies.</p> <p>CO3: Prepare Consolidated Financial Statements of Holding Companies in accordance with AS21.</p> <p>CO4: Assess 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>
23PG2A6	Setting Up Of Business Entities	National	To understand the procedure for obtaining registration and license	<p>CO1: Assess 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 proceedings for LLP and joint venture</p> <p>CO4: Describe the registration and licensing procedure</p> <p>CO5: Examine the compliance of regulatory framework</p>
23PG2AE5	Business Ethics And Corporate Sustainability	National	To gain knowledge on moral issues relating to business, marketing, advertising, finance, HR and environmental	<p>CO1: Apply the concepts of business ethics in practice</p> <p>CO2: Demonstrate and recommend ethical decision making by applying various theories</p> <p>CO3: Critically evaluate moral issues relating to business, marketing, advertising, finance, HR and environmental protection</p> <p>CO4: Discuss the concepts of corporate</p>



FATIMA COLLEGE

(Autonomous)

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

			protection	sustainability CO5: Construct reports disclosing sustainability information
23PG2AE6	Audit And Due Diligence	National	To analyse different types of due diligence	CO1: Analyse different types of audit CO2: Assess the provisions relating to secretarial audit CO3: Recall the basics of due diligence CO4: Evaluate the various types of due diligence CO5: Examine due diligence for take overs and prepare due diligence report
23PG2AE7	Rural And Agricultural Marketing	National	To analyse the functioning of food processing industry including distribution and promotion in the rural market.	CO 1: Recall the concepts of rural marketing CO 2: Analyse the buying behaviours of rural consumers CO3: Appraise the strategies relating to rural product, branding, packaging, etc. CO4: Design distribution and promotional mix in the rural market relating to food processing industry CO5: Assess the principles and functioning of cooperative marketing
23PG2AE8	Logistics And Supply Chain Management	National	To evaluate the management components of supply chain management	CO1: Recall the concepts and features of SCM CO 2: Assess global and Indian perspectives of SCM CO3: Examine changing logistics environment pertaining to materials management, warehousing and distribution CO4: Assess strategic warehousing for SCM including global level



FATIMA COLLEGE

(Autonomous)

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

				CO5: Assess the role of internet in SCM
23PG2ASE2	Executive Development	National	Develop interpersonal skills	CO1: Portray themselves and discover the secret - the power within. CO 2: Enhance interpersonal skills CO3: Identify the causes of stress and to cope up with stress CO4: Foster Communication skills CO5: Prove themselves to be good leaders with art of time management and public speaking
19PG3A9	Advanced Costing	National	This course helps the students to gain an in- depth knowledge of the costing. Concepts and the applications of the methods and techniques of cost accounting.	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 between cost and financial Records
19PG3A10	Direct Tax	Natio		CO 1: Have a thorough understanding on the



FATIMA COLLEGE

(Autonomous)

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

	Law & Practice (Direct Taxes Law & Practice I)	nal	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.	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	Natio nal	This Course enables the students to know themselves, to develop their personality and equip them with basic communication skills.	CO1: Portray themselves and discover the secret - the power within CO2: Enhance interpersonal skills CO3: Identify the causes of stress and to cope up with stress CO4: Foster Communication skills CO5: Prove themselves to be good leaders with art of time management and public speaking
19PG3EA12	Software Package For Accounting Decisions		This course ensures that the student gets hands-on – experience in working with	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



FATIMA COLLEGE

(Autonomous)

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

			financial accounting in software package, which will enable them, work with computerized accounts.	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 accounting for all types of transactions that are unique to a partnership.	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 upto 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 of firms during piecemeal distribution
19PG3AE2	Marketing Management		This course help the students to understand the framework of marketing	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



FATIMA COLLEGE

(Autonomous)

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

			management Under various contexts. This course enables the students to acquire the knowledge about the various dimensions and aspects of marketing and prepares them to take-up career in marketing.	business / industry CO3: Identify and apply different methods of pricing, in different 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
PG4A13	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 accounting.	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, based on the typicality of each company CO5: Prepare Accounts of Holding Companies
19PG4A14	Women Entrepreneur	NATIONAL	This course provides necessary	CO1:Familiarize with the types of entrepreneurship & Get acquainted with



FATIMA COLLEGE

(Autonomous)

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

	ship And Management Of Small Business		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.	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	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
19PG4A16	Work Force Management	National	This course enables the students to have an understanding of the various aspects of man power managements, work environment and ways and means of	CO1:Understand the basic concepts, functions and processes of human resourcemanagement CO2: Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans andprocesses CO3: Creating Self-Motivated Employees CO4: Design the organization climate andculture



FATIMA COLLEGE

(Autonomous)

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

			motivating employees and disciplinary measures	CO5: Facilitate and support effective employee and labour relations
19PG4AE3	Special Accounts	National	This course emphasizes the construction of final Accounts of Banking Insurance Companies and Public Utility Concern	CO1: identify legal requirements for Banking Accounts and classify advances by Banks CO2: Prepare final accounts of Banks and interpret them in real 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 CO:5 Understand the methods of changing prices using CPP, CCA and hybrid methods thus accounting for inflation.
19PG4AE4	Logistics Management	National	This course enables the students to understand the importance and dynamics of a firm's physical distribution functions and management of its supply chain.	CO1: Value propositions, work and arrangements of Supply Chain Management CO2: Rationale the functionality of transportation 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
21PG3SLA2	Retail Marketing	National	This course deals with comprehensive	



FATIMA COLLEGE

(Autonomous)

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

			view of retail marketing which includes fundamental concepts of retailing and the various functional areas of retail marketing.	
--	--	--	--	--