



# 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

2023 – 2024

NAME OF THE PROGRAMME: M.COM

PROGRAMME CODE: PACO

### Programme Outcomes:

PO1	<b>Problem Solving Skill</b> -Apply knowledge of Management theories and Human Resource practices to solve business problems through research in Global context.
PO2	<b>Decision Making Skill</b> -Foster analytical and critical thinking abilities for data-based decision-making.
PO3	<b>Ethical Value</b> -Ability to incorporate quality, ethical and legal value-based perspectives to all organizational activities.
PO4	<b>Communication Skill</b> -Ability to develop communication, managerial and interpersonal skills.
PO5	<b>Individual and Team Leadership Skill</b> -Capability to lead themselves and the team to achieve organizational goals.
PO6	<b>Employability Skill</b> -Inculcate contemporary business practices to enhance employability skills in the competitive environment.



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<b>PO7</b>	<b>Entrepreneurial Skill</b> -Equip with skills and competencies to become an entrepreneur.
<b>PO8</b>	<b>Contribution to Society</b> - Succeed in career endeavors and contribute significantly to society.
<b>PO9</b>	<b>Multicultural competence</b> -Possess knowledge of the values and beliefs of multiple cultures and a global perspective
<b>PO10</b>	<b>Moral and ethical awareness/reasoning</b> -Ability to embrace moral/ethical values in conducting one's life.

## Course Outcomes:

Course Code	Course Title	Course Outcomes
23PG1A1	Business Finance	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



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23PG1A2	Digital 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	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
23PG1AE1	Security Analysis And Portfolio Management	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	CO 1: Demonstrate knowledge of OR fundamentals CO2: Identify models for problem solving



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		<p>CO 3: Apply sequencing and game theory</p> <p>CO4: Apply network analysis to enhance effectiveness</p> <p>CO5: Examine the models for decision making</p>
23PG1AE3	Labour Laws	<p>CO1: Recall the basic labour legislations pertaining to Trade Unions</p> <p>CO 2: Discuss on various provisions of the Factory's Act and Equal Remuneration Act</p> <p>CO 3: Assess provisions relating to the workmen's compensations and state insurance.</p> <p>CO4: Examine provisions relating to payment of wages and minimum wages.</p> <p>CO5: Identify the provisions of provident fund, gratuity and bonus schemes</p>
23PG1AE4	Strategic Human Resource Management	<p>CO 1: Comprehend the fundamentals of strategic Human Resource Management</p> <p>CO2: Recognise the conceptual framework of strategic Human Resource Management</p> <p>CO 3: Integrate and apply the knowledge of various strategies in Human Resource Management in the corporate arena</p> <p>CO4: Assess drafting of HR policies</p> <p>CO5: Explore the latest trend in the strategic Human Resource Management.</p>
23PG1ASE1	Advanced Excel	<p>CO 1: 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>



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		CO5: Learn the printing method
23PG2A4	Strategic Cost Management	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	CO1: Prepare Financial Statements of companies as per schedule III of Companies Act, 2013 CO2: Apply the provisions of IRDA Regulations, 2002 in the preparation of final accounts of Life Insurance and General Insurance Companies. CO3: Prepare Consolidated Financial Statements of Holding Companies in accordance with AS21.  CO4: Assess contemporary accounting methods CO5: Examine Financial Reporting based on appropriate Accounting Standards and provisions of Companies Act 2013 with respect to Corporate Social Responsibility
23PG2A6	Setting Up Of Business Entities	CO1: Assess the various avenues of acquiring finance to setup a business entity  CO2: Recall the legal requirements for Section 8 Company CO3: Examine the proceedings for LLP and joint venture



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		CO4: Describe the registration and licensing procedure CO5: Examine the compliance of regulatory framework
23PG2AE5	Business Ethics And Corporate Sustainability	CO1: Apply the concepts of business ethics in practice CO2: Demonstrate and recommend ethical decision making by applying various theories CO3: Critically evaluate moral issues relating to business, marketing, advertising, finance, HR and environmental protection CO4: Discuss the concepts of corporate sustainability CO5: Construct reports disclosing sustainability information
23PG2AE6	Audit And 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	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	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 CO5: Assess the role of internet in SCM



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23PG2ASE2	Executive Development	<p>CO1: Portray themselves and discover the secret - the power within.</p> <p>CO 2: 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>
19PG3A9	Advanced Costing	<p>CO1: Distinguish costs create tenders collect costs for units, job, batch and prepare production Account</p> <p>CO2: Distinguish costs create tenders collect costs for units, job, batch and prepare production Account</p> <p>CO3: Compute Notional/real profit, contracts, completed and in progress</p> <p>CO4: Ascertain cost of finished product by products and joint products for continuous Production</p> <p>CO5: Prepare integral and non-integral cost accounts and reconcile between cost and financial Records</p>
19PG3A10	Direct Tax Law & Practice (Direct Taxes Law & Practice I)	<p>CO 1: 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>





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		CO5: Calculate taxable profits, in different business dimensions
19PG3A11	Executive Skill Development	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	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 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	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





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		<p>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>
G4A13	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> <p>CO5: Prepare Accounts of Holding Companies</p>
19PG4A14	Women Entrepreneurship And Management Of Small Business	<p>CO1: Familiarize with the types of entrepreneurship &amp; Get acquainted with problems faced by women entrepreneurs</p> <p>CO2: Understanding of Small Scale Enterprises</p> <p>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</p> <p>CO4: Critically Analyse the Financial Health</p> <p>CO5: Government policies for women entrepreneurship</p>
19PG4A15	Direct Tax Law And Practice II / Assessment Of Income Tax	<p>CO1: Figure out the income from capital gains and other sources</p> <p>CO2: Computation of deductions from gross total income</p> <p>CO3: Estimate the income of individuals</p> <p>CO4: Determine the income of firms and companies</p> <p>CO5: Familiarize with various types of assessment</p>
19PG4A16	Work Force Management	<p>CO1: Understand the basic concepts, functions and processes of human resourcemanagement</p>



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		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	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 CO5: Understand the methods of changing prices using CPP, CCA and hybrid methods thus accounting for inflation.
19PG4AE4	Logistics Management	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