

**Key Indicator - 1.1 Curriculum Design and Development**

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

**Programme Outcomes (POs) and Course Outcomes (COs) (2019-2020 Onwards)**

**DEPARTMENT OF COMMERCE****B. Com****PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)**

PEOs	Statement
PEO1	To facilitate value-based holistic and comprehensive learning by integrating innovative learning practices to match the highest quality standards and train the students to be effective leaders in their chosen fields.
PEO2	To provide a conducive environment to unleash their hidden talents and to nurture the spirit of critical thinking and encourage them to achieve their goal.
PEO3	To equip students with the required skills in order to adapt to the changing global scenario and gain access to versatile career opportunities in multidisciplinary domains.
PEO4	To develop a sense of social responsibility by formulating ethics and equity to transform students into committed professionals with a strong attitude towards the development of the nation.
PEO5	To understand the impact of professional solutions in societal and environmental contexts and demonstrate the knowledge for an overall sustainable development.

**PROGRAMME OUTCOMES (POs)**

POs	Programme Outcome On completion of B. Com Programme, the students will be able to
PO1	Acquire a strong foundation in the areas of Commerce, Management and Information Technology that needs to respond to the constantly changing Business and Legal environment.
PO2	Focus on specific streams which enable to work effectively and efficiently in Business Scenario.
PO3	Build the skill of applying the concepts and techniques used in Modern Trade Practices necessary for decision making process.
PO4	Imbibe professionalism to face the modern-day challenges in Commerce through value based and job-oriented courses.
PO5	Integrate knowledge, skill and attitude that will sustain an environment of learning and creativity which enhance the career prospects.

**CRITERION I****POs and COs****COURSE OUTCOMES (COs)**

<b>COURSE CODE: 19UCO1CC1</b>		
<b>COURSE TITLE: FINANCIAL ACCOUNTING - I</b>		
<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to,	<b>Cognitive Level</b>
<b>CO1</b>	Recall the fundamental concepts of accounting and its importance	<b>K1</b>
<b>CO2</b>	Extend the accounting concepts to prepare Final Accounts and Bank Reconciliation Statement	<b>K2</b>
<b>CO3</b>	Develop the accounting techniques applicable to frame Non-Profit Organizational Statement	<b>K3</b>
<b>CO4</b>	Summarize the methods of Single Entry and Double Entry System of Book Keeping	<b>K4</b>

<b>COURSE CODE: 19UCO1CC2</b>		
<b>COURSE TITLE: MANAGEMENT PRINCIPLES &amp; APPLICATION</b>		
<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to,	<b>Cognitive Level</b>
<b>CO1</b>	List the essential principles required for an effective management	<b>K1</b>
<b>CO2</b>	Outline the functions of management	<b>K2</b>
<b>CO3</b>	Identify the competent skills essential for business decision making and problem solving	<b>K3</b>

<b>COURSE CODE :19UCO1AC1</b>		
<b>COURSE TITLE : BUSINESS ECONOMICS - I</b>		
<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to,	<b>Cognitive Level</b>
<b>CO1</b>	Recall the concept of Micro and Macro economics	<b>K1</b>
<b>CO2</b>	Explain the demand, supply and production function	<b>K2</b>
<b>CO3</b>	Identify demand forecasting methods and the application of cost techniques	<b>K3</b>

<b>COURSE CODE: 19UCO2CC3</b>		
<b>COURSE TITLE: FINANCIAL ACCOUNTING - II</b>		
<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to,	<b>Cognitive Level</b>
<b>CO1</b>	Understanding the accounting principles adopted in a partnership firm	<b>K1</b>
<b>CO2</b>	Explain the methods of dissolution of the partnership firm	<b>K2</b>
<b>CO3</b>	Prepare the financial statements of Branch accounts and Departmental Accounts	<b>K3</b>
<b>CO4</b>	Infer the accounting procedures related to Fire Insurance claim, Hire Purchase, Instalment Accounting and Royalty Accounts	<b>K4</b>

**CRITERION I****POs and COs**

<b>COURSE CODE: 19UCO2CC4</b>		
<b>COURSE TITLE: FUNDAMENTALS OF MARKETING</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Recall the functions of marketing	<b>K1</b>
<b>CO2</b>	Extend the knowledge on consumer behaviour and market segmentation along with product and pricing methods	<b>K2</b>
<b>CO3</b>	Identify the various channels of distribution applicable in modern marketing practices	<b>K3</b>
<b>CO4</b>	Analyze the recent trends in E-marketing	<b>K4</b>

<b>COURSE CODE: 19UCO2AC2</b>		
<b>COURSE TITLE: BUSINESS ECONOMICS - II</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Define the features of market, price and output determination	<b>K1</b>
<b>CO2</b>	Outline the factors involved in pricing decisions and infer on the implications of both monetary and fiscal policies	<b>K2</b>
<b>CO3</b>	Identify the measures to control business cycle	<b>K3</b>
<b>CO4</b>	Analyze the recent techniques of agricultural and industrial Programmes and Policy that impact on Globalization and Trade	<b>K4</b>

**Signature Not Verified**

Digitally Signed  
 Signed by: Sujatha.V  
 Designation: Principal  
 Reason: NAAC  
 Location: Tiruchirappalli, Tamil Nadu, India  
 Date: 30-Sep-2024 10:43:53



**Key Indicator - 1.1 Curriculum Design and Development**

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

**Programme Outcomes (POs) and Course Outcomes (COs) (2021-2022 Onwards)****DEPARTMENT OF COMMERCE-B.Com****PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)**

<b>PEOs</b>	<b>Statement</b>
<b>PEO1</b>	To facilitate value-based holistic and comprehensive learning by integrating innovative learning practices to match the highest quality standards and train the students to be effective leaders in their chosen fields.
<b>PEO2</b>	To provide a conducive environment to unleash their hidden talents and to nurture the spirit of critical thinking and encourage them to achieve their goal.
<b>PEO3</b>	To equip students with the required skills in order to adapt to the changing global scenario and gain access to versatile career opportunities in multidisciplinary domains.
<b>PEO4</b>	To develop a sense of social responsibility by formulating ethics and equity to transform students into committed professionals with a strong attitude towards the development of the nation.
<b>PEO5</b>	To understand the impact of professional solutions in societal and environmental contexts and demonstrate the knowledge for an overall sustainable development.

**PROGRAMME OUTCOMES (POs)**

<b>POs</b>	<b>Programme Outcome</b> <b>On completion of B. Com Programme, the students will be able to</b>
<b>PO1</b>	Acquire a strong foundation in the areas of Commerce, Management and Information Technology that needs to respond to the constantly changing Business and Legal environment.
<b>PO2</b>	Focus on specific streams which enable to work effectively and efficiently in Business Scenario.
<b>PO3</b>	Build the skill of applying the concepts and techniques used in Modern Trade Practices necessary for decision making process.
<b>PO4</b>	Imbibe professionalism to face the modern-day challenges in Commerce through value based and job-oriented courses.
<b>PO5</b>	Integrate knowledge, skill and attitude that will sustain an environment of learning and creativity which enhance the career prospects.

**COURSE OUTCOMES (COs)**

<b>COURSE CODE : 19UCO1CC1</b>		
<b>COURSE TITLE : FINANCIAL ACCOUNTING - I</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Recall the fundamental concepts of accounting and its importance	<b>K1</b>
<b>CO2</b>	Extend the accounting concepts to prepare Final Accounts and Bank Reconciliation Statement	<b>K2</b>
<b>CO3</b>	Develop the accounting techniques applicable to frame Non-Profit Organizational Statement	<b>K3</b>
<b>CO4</b>	Summarize the methods of Single Entry and Double Entry System of Book Keeping	<b>K4</b>

<b>COURSE CODE : 19UCO1CC2</b>		
<b>COURSE TITLE : MANAGEMENT PRINCIPLES &amp; APPLICATION</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	List the essential principles required for an effective management.	<b>K1</b>
<b>CO2</b>	Outline the functions of management.	<b>K2</b>
<b>CO3</b>	Identify the competent skills essential for business decision making and problem solving.	<b>K3</b>

<b>COURSE CODE : 19UCO1AC1</b>		
<b>COURSE TITLE : BUSINESS ECONOMICS - I</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Recall the concept of Micro and Macroeconomics.	<b>K1</b>
<b>CO2</b>	Explain the demand, supply and production function.	<b>K2</b>
<b>CO3</b>	Identify demand forecasting methods and the application of cost techniques.	<b>K3</b>

<b>COURSE CODE : 19UCO2CC3</b>		
<b>COURSE TITLE : FINANCIAL ACCOUNTING - II</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Understanding the accounting principles adopted in a partnership firm	<b>K1</b>
<b>CO2</b>	Explain the methods of dissolution of the partnership firm	<b>K2</b>
<b>CO3</b>	Prepare the financial statements of Branch accounts and Departmental Accounts	<b>K3</b>
<b>CO4</b>	Infer the accounting procedures related to Fire Insurance claim, Hire Purchase, Instalment Accounting and Royalty Accounts	<b>K4</b>



**CRITERION I****POs and COs**

<b>COURSE CODE : 19UCO2CC4</b>		
<b>COURSE TITLE : FUNDAMENTALS OF MARKETING</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Recall the functions of marketing	<b>K1</b>
<b>CO2</b>	Extend the knowledge on consumer behaviour and market segmentation along with product and pricing methods	<b>K2</b>
<b>CO3</b>	Identify the various channels of distribution applicable in modern marketing practices	<b>K3</b>
<b>CO4</b>	Analyze the recent trends in E-marketing	<b>K4</b>

<b>COURSE CODE : 19UCO2AC2</b>		
<b>COURSE TITLE : BUSINESS ECONOMICS - II</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Define the features of market, price and output determination	<b>K1</b>
<b>CO2</b>	Outline the factors involved in pricing decisions and infer on the implications of both monetary and fiscal policies	<b>K2</b>
<b>CO3</b>	Identify the measures to control business cycle	<b>K3</b>
<b>CO4</b>	Analyze the recent techniques of agricultural and industrial Programmes and Policy that impact on Globalization and Trade	<b>K4</b>

<b>COURSE CODE : 19UCO3CC5</b>		
<b>COURSE TITLE : COST ACCOUNTING</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Define the conceptual framework of Cost Accounting	<b>K1</b>
<b>CO2</b>	Illustrate the various types in estimating the Material and Labour Cost	<b>K2</b>
<b>CO3</b>	Identify the various methods of overheads allocation and to prepare reconciliation statement	<b>K3</b>
<b>CO4</b>	Analyse the cost structure with various methods of costing for managerial decisions	<b>K4</b>

**CRITERION I****POs and COs**

<b>COURSE CODE : 19UCO3CC6</b>		
<b>COURSE TITLE : BANKING THEORY LAW &amp; PRACTICES</b>		
<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to	<b>Cognitive Level</b>
<b>CO1</b>	List out the concepts of Banking Regulation Act, functions of commercial banks and its role in economic development	<b>K1</b>
<b>CO2</b>	Identify the functions of product and services offered in a banking sector	<b>K2</b>
<b>CO3</b>	Build knowledge about the various electronic payment methods	<b>K3</b>

<b>COURSE CODE : 19UCO3AC3</b>		
<b>COURSE TITLE : CUSTOMER RELATIONSHIP MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to,	<b>Cognitive Level</b>
<b>CO1</b>	Define the conceptual framework of CRM	<b>K1</b>
<b>CO2</b>	Explain the requirements of CRM strategy	<b>K2</b>
<b>CO3</b>	Make use of CRM approaches to influence Customer satisfaction and loyalty	<b>K3</b>
<b>CO4</b>	Analyze the latest trends in CRM	<b>K4</b>

<b>COURSE CODE : 19UCO3NME1</b>		
<b>COURSE TITLE : ELEMENTS OF INSURANCE</b>		
<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to,	<b>Cognitive Level</b>
<b>CO1</b>	Define the conceptual framework of Insurance.	<b>K1</b>
<b>CO2</b>	Explain the features and procedures of various types of Insurance policies	<b>K2</b>
<b>CO3</b>	Identify the methods of premium calculation related to different schemes.	<b>K3</b>
<b>CO4</b>	Analyse the latest trends and challenges in Insurance	<b>K4</b>

<b>COURSE CODE : 19UCO4CC7</b>		
<b>COURSE TITLE : BUSINESS STATISTICS</b>		
<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to,	<b>Cognitive Level</b>
<b>CO1</b>	Define the fundamental concept of Measures of Central Tendency	<b>K1</b>
<b>CO2</b>	Compute various coefficients to measure Dispersion and Skewness	<b>K2</b>
<b>CO3</b>	Applying the good knowledge of probability helps to make sense of uncertainties	<b>K3</b>
<b>CO4</b>	Predict the cause accruing when price level changes	<b>K4</b>

**CRITERION I****POs and COs**

<b>COURSE CODE : 19UCO4CC1P</b>		
<b>COURSE TITLE : INFORMATION TECHNOLOGY - PRACTICALS</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Define the basic concepts and principles of information technology	<b>K1</b>
<b>CO2</b>	Demonstrate the information systems and its network	<b>K2</b>
<b>CO3</b>	Apply the basic technology of Microsoft Office	<b>K3</b>
<b>CO4</b>	List out the statistical functions available in MS-Excel	<b>K4</b>
<b>CO5</b>	Determine appropriate use each of the Microsoft Office programs to create professional and academic document	<b>K5</b>
<b>CO6</b>	Create and design a word document, spread sheet and power point presentation.	<b>K6</b>

<b>COURSE CODE : 19UCO4AC4</b>		
<b>COURSE TITLE : BUSINESS LAW</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Define the concept of contract and state the law relating to Indian Contract Act	<b>K1</b>
<b>CO2</b>	Explain the different elements of contract, performance of contract and different modes of discharge of contract	<b>K2</b>
<b>CO3</b>	Illustrate the application for registration of partnership	<b>K3</b>
<b>CO4</b>	List out the objectives of competition act	<b>K4</b>

<b>COURSE CODE : 19UCO4NME2</b>		
<b>COURSE TITLE : ADVERTISEMENT MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Recall the conceptual framework of advertising.	<b>K1</b>
<b>CO2</b>	Explain the formulation of advertising through effective marketing strategy to promote the product and service for economic development	<b>K2</b>
<b>CO3</b>	Identify the recent era in advertising and its powerful tools.	<b>K3</b>
<b>CO4</b>	Analyze the ethical issues and social aspects of advertising.	<b>K4</b>



**CRITERION I****POs and COs**

<b>COURSE CODE :19UCO4SBE1A</b>		
<b>COURSE TITLE : COMMUNICATION SKILLS</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
<b>CO1</b>	On the successful completion of the course, students will be able to List out the techniques required to build skills on content writing	<b>K1</b>
<b>CO2</b>	Explain the listening skills through various demonstrations	<b>K2</b>
<b>CO3</b>	Develop their speaking skills through debate and discussion	<b>K3</b>
<b>CO4</b>	Analyze the grammatical knowledge to improve the communicative skills	<b>K4</b>

<b>COURSE CODE : 19UCO4SBE1B</b>		
<b>COURSE TITLE : GREEN MARKETING</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
<b>CO1</b>	On the successful completion of the course, students will be able to Define the fundamental concept of green marketing and green products	<b>K1</b>
<b>CO2</b>	Explain about environment consciousness and its guidelines	<b>K2</b>
<b>CO3</b>	Identify the various factors that affect purchase decision of consumers and its initiatives	<b>K3</b>

**Signature Not Verified**

Digitally Signed  
Signed by: Sujatha.V  
Designation: Principal  
Reason: NAAC  
Location: Tiruchirappalli, Tamil Nadu, India  
Date: 30-Sep-2024 10:43:53



**CRITERION I****POs and COs****Key Indicator - 1.1 Curriculum Design and Development**

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**PROGRAMME OUTCOMES (POs)**

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**CRITERION I****POs and COs****COURSE OUTCOMES (COs)**

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<b>CO2</b>	Extend the accounting concepts to prepare Final Accounts and Bank Reconciliation Statement	<b>K2</b>
<b>CO3</b>	Develop the accounting techniques applicable to frame Non-Profit Organizational Statement	<b>K3</b>
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<b>COURSE CODE : 19UCO1CC2</b>		
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**CRITERION I****POs and COs**

<b>COURSE CODE : 19UCO2CC4</b>		
<b>COURSE TITLE : FUNDAMENTALS OF MARKETING</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
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<b>CO2</b>	Extend the knowledge on consumer behaviour and market segmentation along with product and pricing methods	<b>K2</b>
<b>CO3</b>	Identify the various channels of distribution applicable in modern marketing practices	<b>K3</b>
<b>CO4</b>	Analyze the recent trends in E-marketing	<b>K4</b>

<b>COURSE CODE : 19UCO2AC2</b>		
<b>COURSE TITLE : BUSINESS ECONOMICS - II</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
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<b>CO4</b>	Analyze the recent techniques of agricultural and industrial Programmes and Policy that impact on Globalization and Trade	<b>K4</b>

<b>COURSE CODE : 19UCO3CC5</b>		
<b>COURSE TITLE : COST ACCOUNTING</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Define the conceptual framework of Cost Accounting	<b>K1</b>
<b>CO2</b>	Illustrate the various types in estimating the Material and Labour Cost	<b>K2</b>
<b>CO3</b>	Identify the various methods of overheads allocation and to prepare reconciliation statement	<b>K3</b>
<b>CO4</b>	Analyse the cost structure with various methods of costing for managerial decisions	<b>K4</b>

<b>COURSE CODE : 19UCO3CC6</b>		
<b>COURSE TITLE : BANKING THEORY LAW &amp; PRACTICES</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	List out the concepts of Banking Regulation Act, functions of commercial banks and its role in economic development	<b>K1</b>
<b>CO2</b>	Identify the functions of product and services offered in a banking sector	<b>K2</b>
<b>CO3</b>	Build knowledge about the various electronic payment methods	<b>K3</b>

**CRITERION I****POs and COs**

<b>COURSE CODE : 19UCO3AC3</b>		
<b>COURSE TITLE : CUSTOMER RELATIONSHIP MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Define the fundamental concept of Measures of Central Tendency	<b>K1</b>
<b>CO2</b>	Compute various coefficients to measure Dispersion and Skewness	<b>K2</b>
<b>CO3</b>	Applying the good knowledge of probability helps to make sense of uncertainties	<b>K3</b>
<b>CO4</b>	Predict the cause accruing when price level changes	<b>K4</b>

<b>COURSE CODE : 19UCO3NME1</b>		
<b>COURSE TITLE : ELEMENTS OF INSURANCE</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Define the conceptual framework of Insurance.	<b>K1</b>
<b>CO2</b>	Explain the features and procedures of various types of Insurance policies	<b>K2</b>
<b>CO3</b>	Identify the methods of premium calculation related to different schemes.	<b>K3</b>
<b>CO4</b>	Analyse the latest trends and challenges in Insurance	<b>K4</b>

<b>COURSE CODE : 19UCO4CC7</b>		
<b>COURSE TITLE : BUSINESS STATISTICS</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Define the fundamental concept of Measures of Central Tendency	<b>K1</b>
<b>CO2</b>	Compute various coefficients to measure Dispersion and Skewness	<b>K2</b>
<b>CO3</b>	Applying the good knowledge of probability helps to make sense of uncertainties	<b>K3</b>
<b>CO4</b>	Predict the cause accruing when price level changes	<b>K4</b>

<b>COURSE CODE : 21UCO4CC1P</b>		
<b>COURSE TITLE : ACCOUNTING PACKAGE – PRACTICAL</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Recall the basic concepts of manual accounting	<b>K1</b>
<b>CO2</b>	Explain the procedure for creating a company	<b>K2</b>
<b>CO3</b>	Apply the accounting procedures for Ledger creation, Accounting vouchers and Cost centre.	<b>K3</b>
<b>CO4</b>	Analyse stock group, stock category, stock item and compare stock category summary with godown summary	<b>K4</b>
<b>CO5</b>	Estimate budget	<b>K5</b>



**CRITERION I****POs and COs**

<b>COURSE CODE : 19UCO4AC4</b>		
<b>COURSE TITLE : BUSINESS LAW</b>		
<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to,	<b>Cognitive Level</b>
<b>CO1</b>	Define the concept of contract and state the law relating to Indian Contract Act	<b>K1</b>
<b>CO2</b>	Explain the different elements of contract, performance of contract and different modes of discharge of contract	<b>K2</b>
<b>CO3</b>	Illustrate the application for registration of partnership	<b>K3</b>
<b>CO4</b>	List out the objectives of competition act	<b>K4</b>

<b>COURSE CODE : 19UCO4NME2</b>		
<b>COURSE TITLE : ADVERTISEMENT MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to	<b>Cognitive Level</b>
<b>CO1</b>	Recall the conceptual framework of advertising	<b>K1</b>
<b>CO2</b>	Explain the formulation of advertising through effective marketing strategy to promote the product and service for economic development	<b>K2</b>
<b>CO3</b>	Identify the recent era in advertising and its powerful tools	<b>K3</b>
<b>CO4</b>	Analyze the ethical issues and social aspects of advertising	<b>K4</b>

<b>COURSE CODE : 21UCO4SBE1AP</b>		
<b>COURSE TITLE : INTRODUCTION TO MS-WORD (PRACTICAL)</b>		
<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to	<b>Cognitive Level</b>
<b>CO1</b>	List out the components of MS-Word	<b>K1</b>
<b>CO2</b>	Demonstrate the use of hyperlink option	<b>K2</b>
<b>CO3</b>	Apply Mail merge concepts and mathematical expressions	<b>K3</b>
<b>CO4</b>	Analyse word processing terminology and concepts	<b>K4</b>

<b>COURSE CODE : 21UCO4SBE1BP</b>		
<b>COURSE TITLE : CREATIVE ADVERTISING (PRACTICAL)</b>		
<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to	<b>Cognitive Level</b>
<b>CO1</b>	Recall basic concepts of advertisement	<b>K1</b>
<b>CO2</b>	Explain how creativity can be incorporated in an advertisement	<b>K2</b>
<b>CO3</b>	Develop advertising media buying and planning strategies	<b>K3</b>
<b>CO4</b>	Analyse effective visual communication for various advertising approaches that combine the use of print, online/digital, and other multimedia communication	<b>K4</b>

**CRITERION I****POs and COs**

<b>COURSE CODE : 19UCO5CC8</b>		
<b>COURSE TITLE : CORPORATE ACCOUNTING</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Recall the conceptual background of Company Accounts	<b>K1</b>
<b>CO2</b>	Explain the concepts and techniques on the issue and redemption of Preference Shares and Debentures	<b>K2</b>
<b>CO3</b>	Build knowledge on value of goodwill and shares of business firm.	<b>K3</b>
<b>CO4</b>	Analyse the accounts of Holding Companies and Banking Companies	<b>K4</b>
<b>CO5</b>	Recall the conceptual background of Company Accounts	<b>K1</b>

<b>COURSE CODE : 19UCO5CC9</b>		
<b>COURSE TITLE : AUDITING</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Tell the concepts of auditing framework systems	<b>K1</b>
<b>CO2</b>	Illustrate the roles and responsibilities of a company auditor	<b>K2</b>
<b>CO3</b>	Apply latest technological procedures in auditing	<b>K3</b>
<b>CO4</b>	Examine the different types of vouchers	<b>K4</b>

<b>COURSE CODE : 19UCO5CC10</b>		
<b>COURSE TITLE : ENTREPRENEURSHIP &amp; SMALL BUSINESS MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Tell the basic concepts of Entrepreneurship Development	<b>K1</b>
<b>CO2</b>	Outline a business plan that can be used to run a new small business enterprise	<b>K2</b>
<b>CO3</b>	Identify the funding agencies and various financial institutions involved in the development of SSI	<b>K3</b>
<b>CO4</b>	Analyze the role of Government in organizing Entrepreneurship Development Program	<b>K4</b>

<b>COURSE CODE : 19UCO5CC11</b>		
<b>COURSE TITLE : FINANCIAL MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	List out the concepts of financial management to contemporary financial events	<b>K1</b>
<b>CO2</b>	Explain the primary sources of capital, trade-off between risk and returns	<b>K2</b>
<b>CO3</b>	Apply financial theory to analyze cash and receivables	<b>K3</b>
<b>CO4</b>	Analyse the value of money over time and its uses	<b>K4</b>

**CRITERION I****POs and COs**

<b>COURSE CODE : 19UCO5MBE1A</b>		
<b>COURSE TITLE : BUSINESS CORRESPONDENCE AND REPORTING</b>		

<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Select appropriate organizational formats and channels used in developing and presenting business messages.	<b>K1</b>
<b>CO2</b>	Explain analytical and problem solving skills appropriate to business communication.	<b>K2</b>
<b>CO3</b>	Identify ethical, legal, cultural and global issues affecting business communication	<b>K3</b>
<b>CO4</b>	Analyse the situation of writing various types of letters	<b>K4</b>

<b>COURSE CODE : E - RETAILING</b>		
<b>COURSE TITLE : 19UCO5MBE1B</b>		

<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Tell the basic theoretical concepts of E-retailing	<b>K1</b>
<b>CO2</b>	Explain online merchandise techniques	<b>K2</b>
<b>CO3</b>	Apply e-retailing pricing strategies	<b>K3</b>
<b>CO4</b>	Analyse the recent trends in e-retailing	<b>K4</b>

<b>COURSE CODE : 19UCO5SBE2AP</b>		
<b>COURSE TITLE : SPSS - Practicals</b>		

<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Recall the basic concepts of statistics	<b>K1</b>
<b>CO2</b>	Explain the significance of data analysis by preparing a concise report.	<b>K2</b>
<b>CO3</b>	Apply the concepts of parametric and non-parametric tests and perform statistical analysis that can test hypotheses.	<b>K3</b>
<b>CO4</b>	Analyse and practice data coding, measurement, editing and reliability check in SPSS.	<b>K4</b>

<b>COURSE CODE : 19UCO5SBE2B</b>		
<b>COURSE TITLE : ADVERTISING AND SALES PROMOTION</b>		

<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Recall the fundamental essentials of Advertising	<b>K1</b>
<b>CO2</b>	Explain the various sales promotion campaign planning and develop the techniques for sales report preparation	<b>K2</b>
<b>CO3</b>	Identify the media strategy and scheduling	<b>K3</b>
<b>CO4</b>	Analyze the elements of marketing mix strategies related to public relation	<b>K4</b>

**CRITERION I****POs and COs**

<b>COURSE CODE : 19UCO5SBE3A</b>		
<b>COURSE TITLE : PERSONALITY DEVELOPMENT</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Tell the basic concepts of personality development	<b>K1</b>
<b>CO2</b>	Illustrate the essentials required to develop ones personality	<b>K2</b>
<b>CO3</b>	Identify the factors responsible for success through SWOT analysis, social etiquette behavior, develop and build employability quotient techniques for a successful career	<b>K3</b>
<b>CO4</b>	Analyze the inner personality development skills	<b>K4</b>

<b>COURSE CODE : 19UCO5SBE3B</b>		
<b>COURSE TITLE : SKILLS FOR COMPETITIVE EXAMINATION</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Select prospective career in Government and Corporate Sector	<b>K1</b>
<b>CO2</b>	Outline a sense of awareness and other information about various competitive examinations	<b>K2</b>
<b>CO3</b>	Solve a problem and to identify the appropriate computing requirement	<b>K3</b>
<b>CO4</b>	Motivate the students to prepare for high level competitive exams	<b>K4</b>

<b>COURSE CODE : 19UCO6CC12</b>		
<b>COURSE TITLE : MANAGEMENT ACCOUNTING</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	List out the concepts of Management Accounting	<b>K1</b>
<b>CO2</b>	Infer on the financial statements and develop knowledge to present a good Management Report	<b>K2</b>
<b>CO3</b>	Use cost-volume-profit analysis in Decision Making	<b>K3</b>
<b>CO4</b>	Analyse and interpret the performance of the firm through preparation of Financial Statements	<b>K4</b>

<b>COURSE CODE : 19UCO6CC13</b>		
<b>COURSE TITLE : DIRECT TAXATION</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Define the basic concepts of Income Tax and Residential status of an individual	<b>K1</b>
<b>CO2</b>	Explain the taxable income from other sources	<b>K2</b>
<b>CO3</b>	Apply and practice the computation of Total Income of house property and business or profession	<b>K3</b>
<b>CO4</b>	Examine the tax liability of an assessee.	<b>K4</b>

**CRITERION I****POs and COs**

<b>COURSE CODE : 19UCO6CC2P</b>		
<b>COURSE TITLE : ACCOUNTING PACKAGE- PRACTICALS</b>		
<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to	<b>Cognitive Level</b>
<b>CO1</b>	Recall the basic concepts of manual accounting	<b>K1</b>
<b>CO2</b>	Explain the procedure for creating a company	<b>K2</b>
<b>CO3</b>	Apply the accounting procedures for Ledger creation, Accounting vouchers and Cost centre.	<b>K3</b>
<b>CO4</b>	Analyse stock group, stock category, stock item and compare stock category summary with godown summary	<b>K4</b>
<b>CO5</b>	Estimate budget	<b>K5</b>

<b>COURSE CODE : 19UCO6MBE2A</b>		
<b>COURSE TITLE : HUMAN RESOURCE MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to	<b>Cognitive Level</b>
<b>CO1</b>	Define the basic concepts, functions and processes of HRM.	<b>K1</b>
<b>CO2</b>	Summarise the steps for recruitment and selection	<b>K2</b>
<b>CO3</b>	Apply the procedures for managing performance and compensation	<b>K3</b>
<b>CO4</b>	Analyse the various ways and methods of developing, maintaining and integrating human resources.	<b>K4</b>

<b>COURSE CODE : 19UCO6MBE2B</b>		
<b>COURSE TITLE : E-COMMERCE</b>		
<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to,	<b>Cognitive Level</b>
<b>CO1</b>	List out the concepts of E-commerce	<b>K1</b>
<b>CO2</b>	Interpret the need for internet based payments	<b>K2</b>
<b>CO3</b>	Apply business models of E-commerce and its applications of internet	<b>K3</b>
<b>CO4</b>	Analyse the security issues in cyberspace	<b>K4</b>

<b>COURSE CODE : 19UCO6MBE3A</b>		
<b>COURSE TITLE : FINANCIAL SERVICES</b>		
<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to,	<b>Cognitive Level</b>
<b>CO1</b>	Define the structure of financial system and capital market	<b>K1</b>
<b>CO2</b>	Explain the composition of money market functions and guidelines of SEBI	<b>K2</b>
<b>CO3</b>	Identify the functions and procedures of secondary markets	<b>K3</b>
<b>CO4</b>	Develop the basic ideas on merchant banking, venture capital, mutual funds and derivatives	<b>K4</b>





**CRITERION I**

**POs and COs**

<b>COURSE CODE : 19UCO6MBE3B</b>		
<b>COURSE TITLE : ORGANISATIONAL BEHAVIOUR</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
<b>CO1</b>	On the successful completion of the course, students will be able to, Define basic concepts of an organizational behaviour and their relationship with social sciences	<b>K1</b>
<b>CO2</b>	Interpret the requisites of working environment – internal and external	<b>K2</b>
<b>CO3</b>	Build individual and organisational traits to improve learning, culture and the work system	<b>K3</b>
<b>CO4</b>	Examine the differences and similarities between leadership, motivation and communication	<b>K4</b>

**Signature Not Verified**

Digitally Signed  
Signed by: Sujatha.V  
Designation: Principal  
Reason: NAAC  
Location: Tiruchirappalli, Tamil Nadu, India  
Date: 30-Sep-2024 10:43:52



**Key Indicator - 1.1 Curriculum Design and Development**

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

**Programme Outcomes (POs) and Course Outcomes (COs) (2022-2023 Onwards)**

**DEPARTMENT OF COMMERCE****B. Com****PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)**

<b>PEOs</b>	<b>Statement</b>
<b>PEO1</b>	<b>LEARNING ENVIRONMENT</b> To facilitate value-based holistic and comprehensive learning by integrating innovative learning practices to match the highest quality standards and train the students to be effective leaders in their chosen fields.
<b>PEO2</b>	<b>ACADEMIC EXCELLENCE</b> To provide a conducive environment to unleash their hidden talents and to nurture the spirit of critical thinking and encourage them to achieve their goal.
<b>PEO3</b>	<b>EMPLOYABILITY</b> To equip students with the required skills in order to adapt to the changing global scenario and gain access to versatile career opportunities in multidisciplinary domains.
<b>PEO4</b>	<b>PROFESSIONAL ETHICS AND SOCIAL RESPONSIBILITY</b> To develop a sense of social responsibility by formulating ethics and equity to transform students into committed professionals with a strong attitude towards the development of the nation.
<b>PEO5</b>	<b>GREEN SUSTAINABILITY</b> To understand the impact of professional solutions in societal and environmental contexts and demonstrate the knowledge for an overall sustainable development

**PROGRAMME OUTCOMES (POs)**

<b>POs</b>	<b>Programme Outcome</b> <b>On completion of B. Com Programme, the students will be able to</b>
<b>PO1</b>	<b>PROGRAMME KNOWLEDGE AND ENVIORNMENT SUSTAINABILITY</b> Acquire a strong foundation in the areas of Commerce, Management and Information Technology that needs to respond to the constantly changing Business and Legal environment.
<b>PO2</b>	<b>CRITICAL THINKING AND DECISION MAKING SKILLS</b> Analyse and develop solutions through various computational techniques for real time problems in all areas of Business Management specially Finance, Marketing, Human Resources and Operations.
<b>PO3</b>	<b>ENTREPRENEURSHIP SKILLS AND COMPETENCY DEVELOPMENT</b> Apply the competencies and creativity required to undertake entrepreneurship as a desirable and feasible career option or be employed in various positions in industry, academia and Government.
<b>PO4</b>	<b>TEAM WORK AND PROFICIENCY DEVELOPMENT</b> Imbibe professionalism to embrace new opportunities of emerging technologies, leadership and team work in a dynamic ethical business scenario.
<b>PO5</b>	<b>PROFESSIONAL SKILLS AND EMPLOYABILITY</b> Internalize the learned concept of Business and Commerce that will enable them to become skilled professionals and to enhance the career prospects.

**PROGRAMME SPECIFIC OUTCOMES (PSOs)**

<b>PSOs</b>	<b>The Students of B.Com. will be able to</b>	<b>POs Addressed</b>
<b>PSO1</b>	Acquire fundamental knowledge in the fields of Commerce, Management, Accounts, Finance and overall general legal framework of the business.	<b>PO1</b> <b>PO2</b>
<b>PSO2</b>	Inculcate critical thinking and problem-solving skills to excel in technologies and its services used ethically in various sector.	<b>PO2</b>
<b>PSO3</b>	Identify business opportunities to create and manage innovations and entrepreneurship.	<b>PO3</b>
<b>PSO4</b>	Become acquainted with commercial knowledge and professional skills to react the most appropriate way when faced with challenges.	<b>PO4</b> <b>PO5</b>
<b>PSO5</b>	Obtain the knowledge and skills required for further professional education and research	<b>PO5</b>

**CRITERION I****POs and COs****COURSE OUTCOMES (COs)**

<b>COURSE CODE : 22UCO1CC1</b>		
<b>COURSE TITLE : FINANCIAL ACCOUNTING – I</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Define and outline the accounting concepts and standards.	<b>K1, K2</b>
<b>CO2</b>	Explain the purpose of financial accounting.	<b>K2</b>
<b>CO3</b>	Apply the accounting procedures for recording various financial transactions.	<b>K3</b>
<b>CO4</b>	Make use of accounting concepts to interpret the performance of business.	<b>K3</b>
<b>CO5</b>	Analyse and evaluate financial statement in any given context or situation	<b>K4, K5</b>

<b>COURSE CODE : 22UCO1CC2</b>		
<b>COURSE TITLE : MANAGEMENT PRINCIPLES AND APPLICATION</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Define the basic principles and concepts of management.	<b>K1</b>
<b>CO2</b>	Explain the functions of management and roles, skills of a manager.	<b>K2</b>
<b>CO3</b>	Apply and Integrate planning, organizing, decision-making, staffing and directing process in an organization.	<b>K3</b>
<b>CO4</b>	Analyze the situation that requires specific leadership, communication and control.	<b>K4</b>
<b>CO5</b>	Compare the range of motivation, coordination, leadership, dynamics and control in the business.	<b>K4</b>

<b>COURSE CODE : 22UCO1AC1</b>		
<b>COURSE TITLE : BUSINESS ECONOMICS</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Recall and summarize the core economic principles, concepts and how they apply to a wide range of real-world issues.	<b>K1,K2, K3</b>
<b>CO2</b>	Apply the basic economic theory to make predictions and to analyze alternative economic policy options.	<b>K3, K4</b>
<b>CO3</b>	Outline the economic models in domestic and global context, to analyze individual decision making, how price and quantities are determined in product and factor market.	<b>K2, K4</b>
<b>CO4</b>	Analyze and interpret the concept of price and output decisions of the firms under various market structures.	<b>K2, K4</b>
<b>CO5</b>	Develop critical thinking and analytical abilities in resolving business problems by applying various tools and techniques of economics.	<b>K3, K4</b>

**CRITERION I****POs and COs**

<b>COURSE CODE : 22UCO2CC3</b>		
<b>COURSE TITLE : FINANCIAL ACCOUNTING – II</b>		
<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to	<b>Cognitive Level</b>
<b>CO1</b>	Recall and relate appropriate concepts relevant to partnerships and corporations.	<b>K1,K2</b>
<b>CO2</b>	Define and outline the accounting procedures for the various partnership related transactions	<b>K1,K2</b>
<b>CO3</b>	Explain and apply the accounting procedures relating to admission, retirement and death of a partners	<b>K2,K3</b>
<b>CO4</b>	Define and Analyse the accounting procedure relating to insolvency of a partner.	<b>K1, K4</b>
<b>CO5</b>	Apply and explain the accounting concepts in the preparation of Royalty Accounts and Fire Insurance claims.	<b>K2, K3</b>

<b>COURSE CODE : 22UCO2CC4</b>		
<b>COURSE TITLE : FUNDAMENTALS OF MARKETING</b>		
<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to	<b>Cognitive Level</b>
<b>CO1</b>	Recall the fundamental concepts and theories in marketing and Explain different types of market.	<b>K1, K2</b>
<b>CO2</b>	Summarize the important factors influencing consumer behavior and explain the product policy and development	<b>K2</b>
<b>CO3</b>	Apply different pricing strategies of a firm and identify various promotional programmes	<b>K3</b>
<b>CO4</b>	Analyse the importance of marketing research and strategies opted for market segmentation.	<b>K4</b>
<b>CO5</b>	Examine the factors influencing buyer behaviour and Categories the customers and their wants and needs	<b>K4</b>

<b>COURSE CODE : 22UCO2AC2</b>		
<b>COURSE TITLE : BANKING THEORY, LAW AND PRACTICE</b>		
<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to	<b>Cognitive Level</b>
<b>CO1</b>	Recall the knowledge of working of Indian banking system.	<b>K1</b>
<b>CO2</b>	Explain the broad functions of banking and lending policies and procedure	<b>K2</b>
<b>CO3</b>	Identify the banking product and list out the stakeholders in banking sector	<b>K2, K4</b>
<b>CO4</b>	Apply the various services offered in a banking sector.	<b>K3</b>
<b>CO5</b>	Analyse the banking innovations and latest online banking techniques.	<b>K4</b>



**CRITERION I****POs and COs**

<b>COURSE CODE : 19UCO3CC5</b>		
<b>COURSE TITLE : COST ACCOUNTING</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Define the conceptual framework of Cost Accounting	<b>K1</b>
<b>CO2</b>	Illustrate the various types in estimating the Material and Labour Cost	<b>K2</b>
<b>CO3</b>	Identify the various methods of overheads allocation and to prepare reconciliation statement	<b>K3</b>
<b>CO4</b>	Analyse the cost structure with various methods of costing for managerial decisions	<b>K4</b>

<b>COURSE CODE : 19UCO3CC6</b>		
<b>COURSE TITLE : BANKING THEORY LAW &amp; PRACTICES</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	List out the concepts of Banking Regulation Act, functions of commercial banks and its role in economic development	<b>K1</b>
<b>CO2</b>	Identify the functions of product and services offered in a banking sector	<b>K2</b>
<b>CO3</b>	Build knowledge about the various electronic payment methods	<b>K3</b>

<b>COURSE CODE : 21UCO3AC3</b>		
<b>COURSE TITLE : BUSINESS STATISTICS</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Define the fundamental concept of Measures of Central Tendency	<b>K1</b>
<b>CO2</b>	Compute various coefficients to measure Dispersion and Skewness	<b>K2</b>
<b>CO3</b>	Applying the good knowledge of probability helps to make sense of uncertainties	<b>K3</b>
<b>CO4</b>	Predict the cause accruing when price level changes	<b>K4</b>

<b>COURSE CODE : 19UCO3NME1</b>		
<b>COURSE TITLE : ELEMENTS OF INSURANCE</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Define the conceptual framework of Insurance.	<b>K1</b>
<b>CO2</b>	Explain the features and procedures of various types of Insurance policies	<b>K2</b>
<b>CO3</b>	Identify the methods of premium calculation related to different schemes.	<b>K3</b>
<b>CO4</b>	Analyse the latest trends and challenges in Insurance	<b>K4</b>

**CRITERION I****POs and COs**

<b>COURSE CODE : 21UCO4CC7</b>		
<b>COURSE TITLE : MANAGEMENT ACCOUNTING</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	List out the concepts of Management Accounting	<b>K1</b>
<b>CO2</b>	Infer on the financial statements and develop knowledge to present a good Management Report	<b>K2</b>
<b>CO3</b>	Use cost-volume-profit analysis in Decision Making	<b>K3</b>
<b>CO4</b>	Analyse and interpret the performance of the firm through preparation of Financial Statements	<b>K4</b>

<b>COURSE CODE : 21UCO4CC1P</b>		
<b>COURSE TITLE : ACCOUNTING PACKAGE – PRACTICAL</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Recall the basic concepts of manual accounting	<b>K1</b>
<b>CO2</b>	Explain the procedure for creating a company	<b>K2</b>
<b>CO3</b>	Apply the accounting procedures for Ledger creation, Accounting vouchers and Cost centre.	<b>K3</b>
<b>CO4</b>	Analyse stock group, stock category, stock item and compare stock category summary with go down summary	<b>K4</b>
<b>CO5</b>	Estimate budget	<b>K5</b>

<b>COURSE CODE : 19UCO4AC4</b>		
<b>COURSE TITLE : BUSINESS LAW</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Define the concept of contract and state the law relating to Indian Contract Act	<b>K1</b>
<b>CO2</b>	Explain the different elements of contract, performance of contract and different modes of discharge of contract	<b>K2</b>
<b>CO3</b>	Illustrate the application for registration of partnership	<b>K3</b>
<b>CO4</b>	List out the objectives of competition act	<b>K4</b>

**CRITERION I****POs and COs**

<b>COURSE CODE : 19UCO4NME2</b>		
<b>COURSE TITLE : ADVERTISEMENT MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Recall the conceptual framework of advertising	<b>K1</b>
<b>CO2</b>	Explain the formulation of advertising through effective marketing strategy to promote the product and service for economic development	<b>K2</b>
<b>CO3</b>	Identify the recent era in advertising and its powerful tools	<b>K3</b>
<b>CO4</b>	Analyze the ethical issues and social aspects of advertising	<b>K4</b>

<b>COURSE CODE : 21UCO4SBE1AP</b>		
<b>COURSE TITLE : INTRODUCTION TO MS-WORD (PRACTICAL)</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	List out the components of MS-Word	<b>K1</b>
<b>CO2</b>	Demonstrate the use of hyperlink option	<b>K2</b>
<b>CO3</b>	Apply Mail merge concepts and mathematical expressions	<b>K3</b>
<b>CO4</b>	Analyse word processing terminology and concepts	<b>K4</b>

<b>COURSE CODE : 21UCO4SBE1BP</b>		
<b>COURSE TITLE : CREATIVE ADVERTISING (PRACTICAL)</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Recall basic concepts of advertisement	<b>K1</b>
<b>CO2</b>	Explain how creativity can be incorporated in an advertisement	<b>K2</b>
<b>CO3</b>	Develop advertising media buying and planning strategies	<b>K3</b>
<b>CO4</b>	Analyse effective visual communication for various advertising approaches that combine the use of print, online/digital, and other multimedia communication	<b>K4</b>

<b>COURSE CODE : 19UCO5CC8</b>		
<b>COURSE TITLE : CORPORATE ACCOUNTING</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Recall the conceptual background of Company Accounts	<b>K1</b>
<b>CO2</b>	Explain the concepts and techniques on the issue and redemption of Preference Shares and Debentures	<b>K2</b>
<b>CO3</b>	Build knowledge on value of goodwill and shares of business firm.	<b>K3</b>
<b>CO4</b>	Analyse the accounts of Holding Companies and Banking Companies	<b>K4</b>
<b>CO5</b>	Recall the conceptual background of Company Accounts	<b>K1</b>

**CRITERION I****POs and COs**

<b>COURSE CODE : 19UC05CC9</b>		
<b>COURSE TITLE : AUDITING</b>		
<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to	<b>Cognitive Level</b>
<b>CO1</b>	Tell the concepts of auditing framework systems	<b>K1</b>
<b>CO2</b>	Illustrate the roles and responsibilities of a company auditor	<b>K2</b>
<b>CO3</b>	Apply latest technological procedures in auditing	<b>K3</b>
<b>CO4</b>	Examine the different types of vouchers	<b>K4</b>

<b>COURSE CODE : 19UC05CC10</b>		
<b>COURSE TITLE : ENTREPRENEURSHIP &amp; SMALL BUSINESS MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to	<b>Cognitive Level</b>
<b>CO1</b>	Tell the basic concepts of Entrepreneurship Development	<b>K1</b>
<b>CO2</b>	Outline a business plan that can be used to run a new small business enterprise	<b>K2</b>
<b>CO3</b>	Identify the funding agencies and various financial institutions involved in the development of SSI	<b>K3</b>
<b>CO4</b>	Analyse the role of Government in organizing Entrepreneurship Development Programme	<b>K4</b>

<b>COURSE CODE : 19UC05CC11</b>		
<b>COURSE TITLE : FINANCIAL MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to	<b>Cognitive Level</b>
<b>CO1</b>	List out the concepts of financial management to contemporary financial events	<b>K1</b>
<b>CO2</b>	Explain the primary sources of capital, trade-off between risk and returns	<b>K2</b>
<b>CO3</b>	Apply financial theory to analyze cash and receivables	<b>K3</b>
<b>CO4</b>	Analyse the value of money over time and its uses	<b>K4</b>

**CRITERION I****POs and COs**

<b>COURSE CODE : 19UCO5MBE1A</b>		
<b>COURSE TITLE : BUSINESS CORRESPONDENCE AND REPORTING</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Select appropriate organizational formats and channels used in developing and presenting business messages.	<b>K1</b>
<b>CO2</b>	Explain analytical and problem solving skills appropriate to business communication.	<b>K2</b>
<b>CO3</b>	Identify ethical, legal, cultural and global issues affecting business communication	<b>K3</b>
<b>CO4</b>	Analyse the situation of writing various types of letters	<b>K4</b>

<b>COURSE CODE : E - RETAILING</b>		
<b>COURSE TITLE : 19UCO5MBE1B</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Tell the basic theoretical concepts of E-retailing	<b>K1</b>
<b>CO2</b>	Explain online merchandise techniques	<b>K2</b>
<b>CO3</b>	Apply e-retailing pricing strategies	<b>K3</b>
<b>CO4</b>	Analyse the recent trends in e-retailing	<b>K4</b>

<b>COURSE CODE : 21UCO5SBE2AP</b>		
<b>COURSE TITLE : . INTRODUCTION TO MS-EXCEL AND POWER POINT (PRACTICAL)</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Find differences between excel workbook and worksheet	<b>K1</b>
<b>CO2</b>	Explain chart function of excel to represent numeric data in multiple formats	<b>K2</b>
<b>CO3</b>	Make use of design layouts and templates for presentation	<b>K3</b>
<b>CO4</b>	Analyse different components of excel worksheet	<b>K4</b>

<b>COURSE CODE : 21UCO5SBE2BP</b>		
<b>COURSE TITLE : DIGITAL DESIGNS FOR BUSINESS APPLICATION (PRACTICAL)</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	How to use cloud computing to improve productivity by designing, saving and uploading documents in an online account.	<b>K1</b>
<b>CO2</b>	Demonstrate fair use and acceptable use policies on assignments / projects.	<b>K2</b>
<b>CO3</b>	Make use of online collaboration tool such as calendar, document and presentation sharing	<b>K3</b>
<b>CO4</b>	Classify personal and business use of “apps” on digital services.	<b>K4</b>



**CRITERION I****POs and COs**

<b>COURSE CODE : 21UCO5SBE3AP</b>		
<b>COURSE TITLE : COMMERCE - PRACTICAL</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Recall basic concepts of banking and Insurance.	<b>K1</b>
<b>CO2</b>	Explain the procedure for filling applications of Bank and Insurance.	<b>K2</b>
<b>CO3</b>	Build practical skills to audit assistant and financial supporting services.	<b>K3</b>

<b>COURSE CODE : 19UCO5SBE3B</b>		
<b>COURSE TITLE : SKILLS FOR COMPETITIVE EXAMINATION</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Select prospective career in Government and Corporate Sector	<b>K1</b>
<b>CO2</b>	Outline a sense of awareness and other information about various competitive examinations	<b>K2</b>
<b>CO3</b>	Solve a problem and to identify the appropriate computing requirement	<b>K3</b>
<b>CO4</b>	Motivate the students to prepare for high level competitive exams	<b>K4</b>

<b>COURSE CODE : 19UCO6CC12</b>		
<b>COURSE TITLE : MANAGEMENT ACCOUNTING</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	List out the concepts of Management Accounting	<b>K1</b>
<b>CO2</b>	Infer on the financial statements and develop knowledge to present a good Management Report	<b>K2</b>
<b>CO3</b>	Use cost-volume-profit analysis in Decision Making	<b>K3</b>
<b>CO4</b>	Analyse and interpret the performance of the firm through preparation of Financial Statements	<b>K4</b>

<b>COURSE CODE : 19UCO6CC13</b>		
<b>COURSE TITLE : DIRECT TAXATION</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Define the basic concepts of Income Tax and Residential status of an individual	<b>K1</b>
<b>CO2</b>	Explain the taxable income from other sources	<b>K2</b>
<b>CO3</b>	Apply and practice the computation of Total Income of house property and business or profession	<b>K3</b>
<b>CO4</b>	Examine the tax liability of an assessee.	<b>K4</b>

**CRITERION I****POs and COs**

<b>COURSE CODE : 19UCO6MBE2A</b>		
<b>COURSE TITLE : HUMAN RESOURCE MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Define the basic concepts, functions and processes of HRM.	<b>K1</b>
<b>CO2</b>	Summarise the steps for recruitment and selection	<b>K2</b>
<b>CO3</b>	Apply the procedures for managing performance and compensation	<b>K3</b>
<b>CO4</b>	Analyse the various ways and methods of developing, maintaining and integrating human resources.	<b>K4</b>

<b>COURSE CODE : 19UCO6MBE2B</b>		
<b>COURSE TITLE : E-COMMERCE</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	List out the concepts of E-commerce	<b>K1</b>
<b>CO2</b>	Interpret the need for internet-based payments	<b>K2</b>
<b>CO3</b>	Apply business models of E-commerce and its applications of internet	<b>K3</b>
<b>CO4</b>	Analyse the security issues in cyberspace	<b>K4</b>

<b>COURSE CODE : 19UCO6MBE3A</b>		
<b>COURSE TITLE : FINANCIAL SERVICES</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Define the structure of financial system and capital market	<b>K1</b>
<b>CO2</b>	Explain the composition of money market functions and guidelines of SEBI	<b>K2</b>
<b>CO3</b>	Identify the functions and procedures of secondary markets	<b>K3</b>
<b>CO4</b>	Develop the basic ideas on merchant banking, venture capital, mutual funds and derivatives	<b>K4</b>

<b>COURSE CODE : 19UCO6MBE3B</b>		
<b>COURSE TITLE : ORGANISATIONAL BEHAVIOUR</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Define the structure of financial system and capital market	<b>K1</b>
<b>CO2</b>	Explain the composition of money market functions and guidelines of SEBI	<b>K2</b>
<b>CO3</b>	Identify the functions and procedures of secondary markets	<b>K3</b>
<b>CO4</b>	Develop the basic ideas on merchant banking, venture capital, mutual funds and derivatives	<b>K4</b>

**Signature Not Verified**

Digitally Signed  
Signed by: Sujatha.V  
Designation: Principal  
Reason: NAAC  
Location: Tiruchirappalli, Tamil Nadu, India  
Date: 30-Sep-2024 10:43:52



**Key Indicator - 1.1 Curriculum Design and Development**

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

**Programme Outcomes (POs) and Course Outcomes (COs) (2023-2024 Onwards)**

**DEPARTMENT OF COMMERCE****B. Com****PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)**

<b>PEOs</b>	<b>Statement</b>
<b>PEO1</b>	<b>LEARNING ENVIRONMENT</b> To facilitate value-based holistic and comprehensive learning by integrating innovative learning practices to match the highest quality standards and train the students to be effective leaders in their chosen fields.
<b>PEO2</b>	<b>ACADEMIC EXCELLENCE</b> To provide a conducive environment to unleash their hidden talents and to nurture the spirit of critical thinking and encourage them to achieve their goal.
<b>PEO3</b>	<b>EMPLOYABILITY</b> To equip students with the required skills in order to adapt to the changing global scenario and gain access to versatile career opportunities in multidisciplinary domains.
<b>PEO4</b>	<b>PROFESSIONAL ETHICS AND SOCIAL RESPONSIBILITY</b> To develop a sense of social responsibility by formulating ethics and equity to transform students into committed professionals with a strong attitude towards the development of the nation.
<b>PEO5</b>	<b>GREEN SUSTAINABILITY</b> To understand the impact of professional solutions in societal and environmental contexts and demonstrate the knowledge for an overall sustainable development

**PROGRAMME OUTCOMES (POs)**

<b>POs</b>	<b>Programme Outcome</b> <b>On completion of B. Com Programme , the students will be able to</b>
<b>PO1</b>	<b>PROGRAMME KNOWLEDGE AND ENVIORNMENT SUSTAINABILITY</b> Acquire a strong foundation in the areas of Commerce, Management and Information Technology that needs to respond to the constantly changing Business and Legal environment.
<b>PO2</b>	<b>CRITICAL THINKING AND DECISION MAKING SKILLS</b> Analyse and develop solutions through various computational techniques for real time problems in all areas of Business Management specially Finance, Marketing, Human Resources and Operations.
<b>PO3</b>	<b>ENTREPRENEURSHIP SKILLS AND COMPETENCY DEVELOPMENT</b> Apply the competencies and creativity required to undertake entrepreneurship as a desirable and feasible career option or be employed in various positions in industry, academia and Government.
<b>PO4</b>	<b>TEAM WORK AND PROFICIENCY DEVELOPMENT</b> Imbibe professionalism to embrace new opportunities of emerging technologies, leadership and team work in a dynamic ethical business scenario.
<b>PO5</b>	<b>PROFESSIONAL SKILLS AND EMPLOYABILITY</b> Internalize the learned concept of Business and Commerce that will enable them to become skilled professionals and to enhance the career prospects.

**PROGRAMME SPECIFIC OUTCOMES (PSOs)**

<b>POs</b>	<b>The Students of B.Com. will be able to</b>	<b>POs Addressed</b>
<b>PSO1</b>	Acquire fundamental knowledge in the fields of Commerce, Management, Accounts, Finance and overall general legal framework of the business.	<b>PO1</b> <b>PO2</b>
<b>PSO2</b>	Inculcate critical thinking and problem-solving skills to excel in technologies and its services used ethically in various sector.	<b>PO2</b>
<b>PSO3</b>	Identify business opportunities to create and manage innovations and entrepreneurship.	<b>PO3</b>
<b>PSO4</b>	Become acquainted with commercial knowledge and professional skills to react the most appropriate way when faced with challenges.	<b>PO4</b> <b>PO5</b>
<b>PSO5</b>	Obtain the knowledge and skills required for further professional education and research	<b>PO5</b>

**COURSE OUTCOMES (COs)**

<b>COURSE CODE : 23UCO1CC1</b>		
<b>COURSE TITLE : FINANCIAL ACCOUNTING – I</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Define and outline the accounting concepts, rectification of errors and Bank Reconciliation Statement.	<b>K1</b>
<b>CO2</b>	Explain the purpose of financial accounting and Non-Profit Organisation	<b>K2</b>
<b>CO3</b>	Apply the accounting procedures for recording various financial transactions	<b>K3</b>
<b>CO4</b>	Analyse the various methods of providing depreciation and determine the royalty accounting treatment and claims from insurance companies in case of loss of stock.	<b>K4, K5</b>
<b>CO5</b>	Analyse and evaluate financial statements in any given context or situation	<b>K4, K5</b>

<b>COURSE CODE : 23UCO1CC2</b>		
<b>COURSE TITLE : PRINCIPLES OF MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Define the basic principles and concepts of management and summarize the various authorization and responsibilities of an organization.	<b>K1</b>
<b>CO2</b>	Explain the importance of planning and decision making in an organization	<b>K2</b>
<b>CO3</b>	Apply and integrate planning, organizing, decision-making, staffing and directing processes in an organization.	<b>K3</b>
<b>CO4</b>	Analyze the various methods of performance appraisal	<b>K4</b>
<b>CO5</b>	Explain the notions of directing, co-ordination and control in management.	<b>K4</b>



**CRITERION I****POs and COs**

<b>COURSE CODE : 23UCO1AC1</b>		
<b>COURSE TITLE : BUSINESS ECONOMICS</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Recall and summarize the core economic principles, concepts and how they apply to a wide range of real-world issues.	<b>K1, K2,</b>
<b>CO2</b>	Explain the positive and negative approaches in economic analysis	<b>K2</b>
<b>CO3</b>	Relate and apply the various methods of pricing	<b>K1, K3</b>
<b>CO4</b>	Analyze and interpret the concept of price and output decisions of the firms under various market structures. the factors of demand forecasting	<b>K4, K5</b>
<b>CO5</b>	Explain the assumptions and significance of indifference curve	<b>K5</b>

<b>COURSE CODE : 23UCO2CC3</b>		
<b>COURSE TITLE : FINANCIAL ACCOUNTING – II</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Define the appropriate concepts relevant to partnerships and corporations.	<b>K1</b>
<b>CO2</b>	Recall and relate the accounting procedures for the partnership related transactions and explain the accounting procedures relating to branch accounts, Hire purchase accounts and Departmental accounts.	<b>K1, K2</b>
<b>CO3</b>	Explain the in-depth concepts in Partnership accounts, Hire purchases accounts and other business related transactions.	<b>K2</b>
<b>CO4</b>	Apply the accounting concepts to interpret the performance of business.	<b>K3</b>
<b>CO5</b>	Classify and Build confidence in the preparation of partnership accounts, hire purchase accounts, branch and departmental accounts.	<b>K3, K4</b>

**CRITERION I****POs and COs**

<b>COURSE CODE : 23UCO2CC4</b>		
<b>COURSE TITLE : FUNDAMENTALS OF MARKETING</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Recall the fundamental concepts, theories of marketing and types of market.	<b>K1</b>
<b>CO2</b>	Summarize the important factors influencing consumer behavior And explain the product policy and development.	<b>K2</b>
<b>CO3</b>	Identify the different pricing strategies of a firm.	<b>K3</b>
<b>CO4</b>	Analyze and Compare the various distribution channels and Promotional programmes to market effectively.	<b>K3,K4</b>
<b>CO5</b>	Examine the social, cultural, global, ethical, environmental responsibilities and issues in marketing.	<b>K4</b>

<b>COURSE CODE : 22UCO2AC2</b>		
<b>COURSE TITLE : BANKING THEORY, LAW AND PRACTICE</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Recall the knowledge of working of Indian banking system.	<b>K1</b>
<b>CO2</b>	Explain the broad functions of banking and lending policies and procedure	<b>K2</b>
<b>CO3</b>	Identify the banking product and list out the stakeholders in banking sector	<b>K2, K4</b>
<b>CO4</b>	Apply the various services offered in a banking sector.	<b>K3</b>
<b>CO5</b>	Analyse the banking innovations and latest online banking techniques.	<b>K4</b>

<b>COURSE CODE : 22UCO3CC5</b>		
<b>COURSE TITLE : COST ACCOUNTING</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Define the cost accounting concepts and understand the elements, classification of cost and overheads, levels of material control, purchase and stores control.	<b>K1, K2</b>
<b>CO2</b>	Summarize the techniques of costing and apply the preparation of cost sheet, material control, idle time of labor, methods of calculation of labor turnover and classification of overheads.	<b>K2, K5</b>
<b>CO3</b>	Identify the cost of producing a product and providing a service using job costing, activity-based costing and process costing	<b>K3</b>
<b>CO4</b>	Analyse the process losses, wastage scrap, normal and abnormal losses and reconcile the profit of financial & cost accounting	<b>K4</b>
<b>CO5</b>	Evaluate and solve ethical issues in accounting and business	<b>K5</b>

**CRITERION I****POs and COs**

<b>COURSE CODE : 22UCO3CC6</b>		
<b>COURSE TITLE : BUSINESS CORRESPONDENCE AND REPORTING</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Outline the basic concept of business communication	<b>K1, K2</b>
<b>CO2</b>	Explains the skill of ethical, legal, cultural and global issues affecting business communication	<b>K2</b>
<b>CO3</b>	Discover and develop the knowledge of trade enquiries	<b>K3, K4</b>
<b>CO4</b>	Analyze the situation of writing various types of Business letters and reports.	<b>K4</b>
<b>CO5</b>	Evaluate the problem-solving skills appropriate to business communication.	<b>K5</b>

<b>COURSE CODE : 22UCO3AC3</b>		
<b>COURSE TITLE : BUSINESS LAW</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Recall and summarize consequences of applicability of various laws on business situation.	<b>K1, K2</b>
<b>CO2</b>	Outline and Examine the rights and duties under various legal acts.	<b>K2, K4</b>
<b>CO3</b>	Explain and analyze the legal framework governing business trade and commerce in India.	<b>K2, K4</b>
<b>CO4</b>	Identify the fundamental legal principles behind contractual agreement	<b>K3</b>
<b>CO5</b>	Explain important laws that have a bearing on the conduct of business in India.	<b>K5</b>

<b>COURSE CODE : 22UGIE</b>		
<b>COURSE TITLE : INNOVATION &amp; ENTREPRENEURSHIP</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Identify Self-Entrepreneurial traits and passion leads.	<b>K3</b>
<b>CO2</b>	Discover problem solving opportunities and generate ideas	<b>K3</b>
<b>CO3</b>	Analyse the process of design thinking	<b>K4</b>
<b>CO4</b>	Develop Business Model canvas for the idea generated	<b>K5</b>
<b>CO5</b>	Validate the business idea by creating Capstone project	<b>K6</b>

**CRITERION I****POs and COs**

<b>COURSE CODE : 22UCO3GEC1</b>		
<b>COURSE TITLE : ELEMENTS OF INSURANCE</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Define the conceptual frame work of Insurance.	<b>K1</b>
<b>CO2</b>	Explain the features and procedures of various types of Insurance policies	<b>K2</b>
<b>CO3</b>	Identify the methods of premium calculation related to different schemes.	<b>K3</b>
<b>CO4</b>	Analyse the latest trends and challenges in Insurance	<b>K4</b>

<b>COURSE CODE : 22UCO4CC7</b>		
<b>COURSE TITLE : BUSINESS STATISTICS</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Recall the basic concepts of statistics.	<b>K1</b>
<b>CO2</b>	Explain and apply the logic and methodology for calculation of various index numbers, time series, measure of central tendency and dispersion.	<b>K2, K3</b>
<b>CO3</b>	Apply laws of probability which helps to make sense of uncertainties and examine the cause accruing when price level changes.	<b>K3, K4</b>
<b>CO4</b>	Identify and analyze the linear relationship between the variables through correlation and regression.	<b>K3, K4</b>
<b>CO5</b>	Analyze the time series, price and quantity index numbers.	<b>K4</b>

<b>COURSE CODE : 22UCO4CC1P</b>		
<b>COURSE TITLE : ACCOUNTING PACKAGE (P)</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Recall the basic concepts of manual accounting.	<b>K1</b>
<b>CO2</b>	Explain the procedure for creating a company.	<b>K2</b>
<b>CO3</b>	Apply the accounting procedures for Ledger creation, Accounting Vouchers and Cost centre.	<b>K3</b>
<b>CO4</b>	Analyse stock group, stock category, stock item and compare stock category summary with godown summary.	<b>K4</b>
<b>CO5</b>	Assess the Estimate of the budget calculation.	<b>K5</b>

**CRITERION I****POs and COs**

<b>COURSE CODE : 22UCO4AC4</b>		
<b>COURSE TITLE : E-COMMERCE AND WEB DESIGNING</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	List out the technological changes in trade.	<b>K1</b>
<b>CO2</b>	Demonstrate awareness of usability, website design and network issues.	<b>K2</b>
<b>CO3</b>	Explain e-commerce in business models and make use of e-commerce strategies.	<b>K2, K3</b>
<b>CO4</b>	Interpret the various terminologies of electronic commerce and analyze information searching methods, resource discovery and information retrieval techniques.	<b>K3, K4</b>
<b>CO5</b>	Examine the effectiveness of a web design with respect to security measures.	<b>K4</b>

<b>COURSE CODE : 22UCO4GEC2</b>		
<b>COURSE TITLE : ADVERTISEMENT MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Recall the conceptual framework of advertising.	<b>K1</b>
<b>CO2</b>	Explain the function of Advertising Agencies.	<b>K2</b>
<b>CO3</b>	Identify the formulation of advertising through effective marketing Strategy to promote the product and service for economic development.	<b>K3</b>
<b>CO4</b>	Apply the principles of advertising layout and campaign.	<b>K3</b>
<b>CO5</b>	Analyze the ethical issues and social aspects of advertising.	<b>K4</b>

<b>COURSE CODE : 22UCO4SEC1P</b>		
<b>COURSE TITLE : INTRODUCTION TO MS-OFFICE (P)</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Recall the basic concepts of computer applications.	<b>K1</b>
<b>CO2</b>	Demonstrate a presentation slide using PowerPoint tools.	<b>K2</b>
<b>CO3</b>	Develop Word documents using Word package tools.	<b>K3</b>
<b>CO4</b>	Build worksheets using various statistical tools to analyse business transactions.	<b>K3, K4</b>
<b>CO5</b>	Construct a new database with related tables and examine database concepts.	<b>K3, K4</b>



**CRITERION I****POs and COs**

<b>COURSE CODE : 19UCO5CC8</b>		
<b>COURSE TITLE : CORPORATE ACCOUNTING</b>		
<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to	<b>Cognitive Level</b>
<b>CO1</b>	Recall the conceptual background of Company Accounts	<b>K1</b>
<b>CO2</b>	Explain the concepts and techniques on the issue and redemption of Preference Shares and Debentures	<b>K2</b>
<b>CO3</b>	Build knowledge on value of goodwill and shares of business firm.	<b>K3</b>
<b>CO4</b>	Analyse the accounts of Holding Companies and Banking Companies	<b>K4</b>
<b>CO5</b>	Recall the conceptual background of Company Accounts	<b>K1</b>

<b>COURSE CODE : 19UCO5CC9</b>		
<b>COURSE TITLE : AUDITING</b>		
<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to	<b>Cognitive Level</b>
<b>CO1</b>	Tell the concepts of auditing framework systems	<b>K1</b>
<b>CO2</b>	Illustrate the roles and responsibilities of a company auditor	<b>K2</b>
<b>CO3</b>	Apply latest technological procedures in auditing	<b>K3</b>
<b>CO4</b>	Examine the different types of vouchers	<b>K4</b>

<b>COURSE CODE : 21UCO5CC10</b>		
<b>COURSE TITLE : BUSINESS CORRESPONDENCE &amp; REPORTING</b>		
<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to	<b>Cognitive Level</b>
<b>CO1</b>	Select appropriate organizational formats and channels used in developing and presenting business messages.	<b>K1</b>
<b>CO2</b>	Explain analytical and problem-solving skills appropriate to business communication.	<b>K2</b>
<b>CO3</b>	Identify ethical, legal, cultural and global issues affecting business communication	<b>K3</b>
<b>CO4</b>	Analyse the situation of writing various types of letters	<b>K4</b>

**CRITERION I****POs and COs**

<b>COURSE CODE : 21UCO5CC11</b>		
<b>COURSE TITLE : ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Tell the basic concepts of Entrepreneurship Development	<b>K1</b>
<b>CO2</b>	Outline a business plan that can be used to run a new small business enterprise	<b>K2</b>
<b>CO3</b>	Identify the funding agencies and various financial institutions involved in the development of SSI	<b>K3</b>
<b>CO4</b>	Analyse the role of Government in organizing Entrepreneurship Development Programme	<b>K4</b>

<b>COURSE CODE : 21UCO5MBE1A</b>		
<b>COURSE TITLE : GST</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Define the concepts, Evaluation and Implementation of GST	<b>K1</b>
<b>CO2</b>	Demonstrate the registration procedures for GST	<b>K2</b>
<b>CO3</b>	Identify the provision for levy and collection of GST	<b>K3</b>
<b>CO4</b>	Analyse the powers and specific functions of GST officers	<b>K4</b>

<b>COURSE CODE : 21UCO5MBE1B</b>		
<b>COURSE TITLE : E - COMMERCE</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	List out the concepts of E-commerce	<b>K1</b>
<b>CO2</b>	Interpret the need for internet-based payments	<b>K2</b>
<b>CO3</b>	Apply business models of E-commerce and its applications of internet	<b>K3</b>
<b>CO4</b>	Analyse the security issues in cyberspace	<b>K4</b>

<b>COURSE CODE : 21UCO5SBE2AP</b>		
<b>COURSE TITLE : . INTRODUCTION TO MS-EXCEL AND POWER POINT (PRACTICAL)</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Find differences between excel workbook and worksheet	<b>K1</b>
<b>CO2</b>	Explain chart function of excel to represent numeric data in multiple formats	<b>K2</b>
<b>CO3</b>	Make use of design layouts and templates for presentation	<b>K3</b>
<b>CO4</b>	Analyse different components of excel worksheet	<b>K4</b>

**CRITERION I****POs and COs**

<b>COURSE CODE : 21UCO5SBE2BP</b>		
<b>COURSE TITLE : DIGITAL DESIGNS FOR BUSINESS APPLICATION (PRACTICAL)</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	How to use cloud computing to improve productivity by designing, saving and uploading documents in an online account.	<b>K1</b>
<b>CO2</b>	Demonstrate fair use and acceptable use policies on assignments / projects.	<b>K2</b>
<b>CO3</b>	Make use of online collaboration tool such as calendar, document and presentation sharing	<b>K3</b>
<b>CO4</b>	Classify personal and business use of “apps” on digital services.	<b>K4</b>

<b>COURSE CODE : 21UCO5SBE3AP</b>		
<b>COURSE TITLE : COMMERCE - PRACTICAL</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Recall basic concepts of banking and Insurance.	<b>K1</b>
<b>CO2</b>	Explain the procedure for filling applications of Bank and Insurance.	<b>K2</b>
<b>CO3</b>	Build practical skills to audit assistant and financial supporting services.	<b>K3</b>

<b>COURSE CODE : 21UCO5SBE3B</b>		
<b>COURSE TITLE : SKILLS FOR COMPETITIVE EXAMINATION</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Select prospective career in Government and Corporate Sector	<b>K1</b>
<b>CO2</b>	Outline a sense of awareness and other information about various competitive examinations	<b>K2</b>
<b>CO3</b>	Solve a problem and to identify the appropriate computing requirement	<b>K3</b>
<b>CO4</b>	Motivate the students to prepare for high level competitive exams	<b>K4</b>

<b>COURSE CODE : 21UCO6CC12</b>		
<b>COURSE TITLE : DIRECT TAXATION</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Define the basic concepts of Income Tax, residential status of an individual and incidence of tax.	<b>K1</b>
<b>CO2</b>	Explain the computation of income from Salary, House property, Business or Profession, Capital Gain and Income from Other Sources.	<b>K2</b>
<b>CO3</b>	Apply the Deduction and Exemption under various heads of income.	<b>K3</b>
<b>CO4</b>	Analyze the total tax liability of individual assesses.	<b>K4</b>

**CRITERION I****POs and COs**

<b>COURSE CODE : 21UCO6CC13</b>		
<b>COURSE TITLE : FINANCIAL MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to	<b>Cognitive Level</b>
<b>CO1</b>	List out the concepts of financial management to contemporary financial events	<b>K1</b>
<b>CO2</b>	Explain the primary sources of capital, trade-off between risk and returns	<b>K2</b>
<b>CO3</b>	Demonstrate a basic understanding of cash and receivable management	<b>K3</b>
<b>CO4</b>	Analyze the value of money over time and its uses	<b>K4</b>

<b>COURSE CODE : 21UCO6MBE2A</b>		
<b>COURSE TITLE : COMPANY LAW AND SECRETARIAL PRACTICE</b>		
<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to	<b>Cognitive Level</b>
<b>CO1</b>	Define the Company Act 2013 & Formation of company	<b>K1</b>
<b>CO2</b>	Explain the kinds of company & duties of secretary	<b>K2</b>
<b>CO3</b>	Identify the basic and principal documents of the company	<b>K3</b>
<b>CO4</b>	Classify the shares of company & various methods of raising the capital	<b>K4</b>

<b>COURSE CODE : 21UCO6MBE2B</b>		
<b>COURSE TITLE : HUMAN RESOURCE MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to	<b>Cognitive Level</b>
<b>CO1</b>	Define the basic concepts, functions and processes of HRM.	<b>K1</b>
<b>CO2</b>	Summarize the steps for recruitment and selection	<b>K2</b>
<b>CO3</b>	Apply the procedures for performance appraisal and fixation of compensation	<b>K3</b>
<b>CO4</b>	Analyse the various ways and methods of developing, maintaining and Integrating human resources.	<b>K4</b>

**CRITERION I****POs and COs**

<b>COURSE CODE : 21UCO6MBE3A</b>		
<b>COURSE TITLE : CORPORATE GOVERNANCE</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Define the concepts of corporate governance	<b>K1</b>
<b>CO2</b>	Classify the level of Governance structure with its various committee of the board of directors	<b>K2</b>
<b>CO3</b>	Identify the significance of legislative frame work of the Corporate Governance in India.	<b>K3</b>
<b>CO4</b>	Analyse the various legal system inference about the corporate fraud found in the society.	<b>K4</b>

<b>COURSE CODE : 21UCO6MBE3B</b>		
<b>COURSE TITLE : FINANCIAL SERVICES</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Define the framework of Financial Markets in India	<b>K1</b>
<b>CO2</b>	Explain the skills in providing financial services	<b>K2</b>
<b>CO3</b>	Identify the functions and procedures of financial markets	<b>K3</b>
<b>CO4</b>	Analyze the ideas in various financial markets and its Services.	<b>K4</b>

**Signature Not Verified**

Digitally Signed  
Signed by: Sujatha.V  
Designation: Principal  
Reason: NAAC  
Location: Tiruchirappalli, Tamil Nadu, India  
Date: 30-Sep-2024 10:43:53





**CRITERION I****POs and COs****Key Indicator - 1.1 Curriculum Design and Development**

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

**Programme Outcomes (POs) and Course Outcomes (COs) – (2019-2020 Onwards)**

**DEPARTMENT OF COMMERCE - M.Com****PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)**

<b>PEOs</b>	<b>Statement</b>
<b>PEO1</b>	To facilitate value-based holistic and comprehensive learning by integrating innovative learning practices to match the highest quality standards and train the students to be effective leaders in their chosen fields.
<b>PEO2</b>	To provide a conducive environment to unleash their hidden talents and to nurture the spirit of critical thinking and encourage them to achieve their goal.
<b>PEO3</b>	To equip students with the required skills in order to adapt to the changing global scenario and gain access to versatile career opportunities in multidisciplinary domains.
<b>PEO4</b>	To develop a sense of social responsibility by formulating ethics and equity to transform students into committed professionals with a strong attitude towards the development of the nation.
<b>PEO5</b>	To understand the impact of professional solutions in societal and environmental contexts and demonstrate the knowledge for an overall sustainable development.

**PROGRAMME OUTCOMES (POs)**

<b>POs</b>	<b>Programme Outcome On completion of M. Com Programme , the students will be able to</b>
<b>PO1</b>	Inculcate the knowledge about accounting, strategic management, legal and ethical aspects to gain insight into the organizational challenges and opportunities.
<b>PO2</b>	Develop a competency about the regulations and the role played by the Commercial, Government and Investment institutions in controlling the monetary flow
<b>PO3</b>	Identify entrepreneurial opportunities to create and manage startups as well as professionalizing and growing family businesses.
<b>PO4</b>	Enhance the horizon of computer literacy and its applicability in business through the latest information technology and e - Commerce principles.
<b>PO5</b>	Identify, formulate, research review and analyze socio economic problem to arrive at substantiated conclusion.

**CRITERION I****POs and COs****COURSE OUTCOMES (COs)**

<b>COURSE CODE: 19PCO1CC1</b>		
<b>COURSE TITLE: CORPORATE FINANCE</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Identify the various sources of Industrial Finance	<b>K3</b>
<b>CO2</b>	Classify the Methods to analyze Investment Proposals	<b>K4</b>
<b>CO3</b>	Explain the Working Capital Requirements, Cash inadequacy and Cash Insolvency in Financial Decisions	<b>K5</b>
<b>CO4</b>	Discuss the importance of Corporate Social Responsibilities	<b>K6</b>

<b>COURSE CODE: 19PCO1CC2</b>		
<b>COURSE TITLE: MANAGERIAL ECONOMICS</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Identify the Nature and Scope of Managerial Economics	<b>K3</b>
<b>CO2</b>	Analyze the different use of Production Function.	<b>K4</b>
<b>CO3</b>	Determine suitable Market Strategy for different Market Structure and to evaluate the Pricing Methods	<b>K5</b>
<b>CO4</b>	Discuss the mode of Economic Forecasting of Business	<b>K6</b>

<b>COURSE CODE: 19PCO1CC3</b>		
<b>COURSE TITLE: CORPORATE LAWS</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Identify the Provisions of Companies Act relating to Meetings, Resolutions and Company Management	<b>K3</b>
<b>CO2</b>	Analyze the rules and regulations of FEMA with regard to Foreign Exchange Dealings	<b>K4</b>
<b>CO3</b>	Determine the Functions and Powers of SEBI	<b>K5</b>
<b>CO4</b>	Discuss the Legal aspects of Environment Pollution Act, Consumer Protection Act and Information Technology Act.	<b>K6</b>

**CRITERION I****POs and COs**

<b>COURSE CODE : 19PCO1CC4</b>		
<b>COURSE TITLE: STRATEGIC MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Develop the conceptual framework of Strategic Management and its Formulation	<b>K3</b>
<b>CO2</b>	Classify the strategic business unit and apply in the Strategic Environment	<b>K4</b>
<b>CO3</b>	Evaluate the Strategic Implementation and to assess about the Organizational Development	<b>K5</b>
<b>CO4</b>	Formulate the different remedial measures to overcome the emerging issues in Strategic Management	<b>K6</b>

<b>COURSE CODE: 19PCO1EC1A</b>		
<b>COURSE TITLE: BUSINESS ETHICS, CORPORATE SOCIAL RESPONSIBILITY &amp; GOVERNANCE</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Explain the Theoretical Concepts of Business Ethics to be applied in the Functional Management Areas.	<b>K2</b>
<b>CO2</b>	Identify the Ethical Practices in Corporate Governance	<b>K3</b>
<b>CO3</b>	Analyze the Issues and Challenges of Corporate Social Responsibility in the Current Scenario	<b>K4</b>

<b>COURSE CODE: 19PCO1EC1B</b>		
<b>COURSE TITLE: SERVICES MARKETING</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Identify the Concepts of Services Marketing	<b>K3</b>
<b>CO2</b>	Examine the Marketing Mix Strategies to be adopted in Service Marketing	<b>K4</b>
<b>CO3</b>	Evaluate the Services Marketing Development Process in various Sectors	<b>K5</b>
<b>CO4</b>	Discuss the Strategic approach of Services Marketing in Global Scenario	<b>K6</b>

**CRITERION I****POs and COs**

<b>COURSE CODE: 19PCO2CC5</b>		
<b>COURSE TITLE: QUANTITATIVE TECHNIQUES FOR BUSINESS</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Examine the Role of Quantitative Techniques to solve Business Problems	<b>K4</b>
<b>CO2</b>	Determine the Relationship between Variables using Correlation and Regression	<b>K5</b>
<b>CO3</b>	Testing of Hypothesis with Various Statistical Tools and to formulate Programming Techniques in Transportation, Assignment and Network Analysis	<b>K6</b>

<b>COURSE CODE: 19PCO2CC6</b>		
<b>COURSE TITLE: LOGISTICS &amp; SUPPLY CHAIN MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Apply the concept of Logistics for Effective and Efficient Management	<b>K3</b>
<b>CO2</b>	Analyze the Supply Chain Strategies to be adopted in Logistics and Supply Chain Management	<b>K4</b>
<b>CO3</b>	Determine the role of Distribution Network and its impact in E – Business	<b>K5</b>
<b>CO4</b>	Discuss the importance of E – Logistics and Containerization	<b>K6</b>

<b>COURSE CODE: 19PCO2CC7</b>		
<b>COURSE TITLE: BIG DATA ANALYTICS</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Define the structure of Big Data	<b>K1</b>
<b>CO2</b>	Compare the types of Databases	<b>K2</b>
<b>CO3</b>	Apply Big Data for Small Business	<b>K3</b>
<b>CO4</b>	Analyse Big data knowledge with R tool	<b>K4</b>

<b>COURSE CODE: 19PCO2CC8</b>		
<b>COURSE TITLE: SECURITY ANALYSIS &amp; PORTFOLIO MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Apply the concept and Categories of Investment	<b>K3</b>
<b>CO2</b>	Examine the role of RBI, UTI, SEBI, NSE and BSE in the Securities Market	<b>K4</b>
<b>CO3</b>	Assess the Performance of Investment Portfolio by adopting Security and Portfolio Analysis	<b>K5</b>

**CRITERION I****POs and COs**

<b>COURSE CODE: 19PCO2EC2A</b>		
<b>COURSE TITLE: RETAIL MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
<b>CO1</b>	Identify the Growth and Development of Retail Sector	<b>K3</b>
<b>CO2</b>	Assess the Retail set up, Operation Management and Retail Format with Diverse Mix	<b>K4</b>
<b>CO3</b>	Evaluate the Effectiveness of Retail Shop Management	<b>K5</b>
<b>CO4</b>	Predict the Technology Upgrade in Retail Environment	<b>K6</b>

<b>COURSE CODE : 19PCO2EC2</b>		
<b>COURSE TITLE : INTERNATIONAL TRADE FINANCE</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Explain the theory and current developments in International Trade	<b>K2</b>
<b>CO2</b>	Identify the various Financial Institutions support to the International Trade	<b>K3</b>
<b>CO3</b>	Analyze the factors influencing Exchange Rates	<b>K4</b>
<b>CO4</b>	Assess the importance of documentation in International Trade	<b>K5</b>

**Signature Not Verified**

Digitally Signed  
Signed by: Sujatha.V  
Designation: Principal  
Reason: NAAC  
Location: Tiruchirappalli, Tamil Nadu, India  
Date: 30-Sep-2024 10:56:23





**CRITERION I****POs and COs****Key Indicator - 1.1 Curriculum Design and Development**

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

**Programme Outcomes (POs) and Course Outcomes (COs) – (2020-2021 Onwards)**

**DEPARTMENT OF COMMERCE - M. Com****PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)**

PEOs	Statement
PEO1	To facilitate value-based holistic and comprehensive learning by integrating innovative learning practices to match the highest quality standards and train the students to be effective leaders in their chosen fields.
PEO2	To provide a conducive environment to unleash their hidden talents and to nurture the spirit of critical thinking and encourage them to achieve their goal.
PEO3	To equip students with the required skills in order to adapt to the changing global scenario and gain access to versatile career opportunities in multidisciplinary domains.
PEO4	To develop a sense of social responsibility by formulating ethics and equity to transform students into committed professionals with a strong attitude towards the development of the nation.
PEO5	To understand the impact of professional solutions in societal and environmental contexts and demonstrate the knowledge for an overall sustainable development

**PROGRAMME OUTCOMES (POs)**

POs	Programme Outcome On completion of M. Com Programme , the students will be able to
PO1	Inculcate the knowledge about accounting, strategic management, legal and ethical aspects to gain insight into the organizational challenges and opportunities.
PO2	Develop a competency about the regulations and the role played by the Commercial, Government and Investment institutions in controlling the monetary flow
PO3	Identify entrepreneurial opportunities to create and manage startups as well as professionalizing and growing family businesses.
PO4	Enhance the horizon of computer literacy and its applicability in business through the latest information technology and e - Commerce principles.
PO5	Identify, formulate, research review and analyze socio economic problem to arrive at substantiated conclusion.

**COURSE OUTCOMES (COs)**

**CRITERION I****POs and COs**

<b>COURSE CODE : 19PCO1CC1</b>		
<b>COURSE TITLE : CORPORATE FINANCE</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Identify the various sources of Industrial Finance	<b>K3</b>
<b>CO2</b>	Classify the Methods to analyze Investment Proposals	<b>K4</b>
<b>CO3</b>	Explain the Working Capital Requirements, Cash inadequacy and Cash Insolvency in Financial Decisions	<b>K5</b>
<b>CO4</b>	Discuss the importance of Corporate Social Responsibilities	<b>K6</b>

<b>COURSE CODE : 19PCO1CC2</b>		
<b>COURSE TITLE : MANAGERIAL ECONOMICS</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Identify the Nature and Scope of Managerial Economics	<b>K3</b>
<b>CO2</b>	Analyze the different use of Production Function.	<b>K4</b>
<b>CO3</b>	Determine suitable Market Strategy for different Market Structure and to evaluate the Pricing Methods	<b>K5</b>
<b>CO4</b>	Discuss the mode of Economic Forecasting of Business	<b>K6</b>

<b>COURSE CODE : 19PCO1CC3</b>		
<b>COURSE TITLE : CORPORATE LAWS</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Identify the Provisions of Companies Act relating to Meetings, Resolutions and Company Management	<b>K3</b>
<b>CO2</b>	Analyze the rules and regulations of FEMA with regard to Foreign Exchange Dealings	<b>K4</b>
<b>CO3</b>	Determine the Functions and Powers of SEBI	<b>K5</b>
<b>CO4</b>	Discuss the Legal aspects of Environment Pollution Act, Consumer Protection Act and Information Technology Act.	<b>K6</b>

<b>COURSE CODE : 19PCO1CC4</b>		
<b>COURSE TITLE : STRATEGIC MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Develop the conceptual framework of Strategic Management and its Formulation	<b>K3</b>
<b>CO2</b>	Classify the strategic business unit and apply in the Strategic Environment	<b>K4</b>
<b>CO3</b>	Evaluate the Strategic Implementation and to assess about the Organizational Development	<b>K5</b>
<b>CO4</b>	Formulate the different remedial measures to overcome the emerging issues in Strategic Management	<b>K6</b>

<b>COURSE CODE : 19PCO1EC1A</b>		
<b>COURSE TITLE : BUSINESS ETHICS, CORPORATE SOCIAL RESPONSIBILITY &amp;</b>		

**CRITERION I****POs and COs**

<b>GOVERNANCE</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Explain the Theoretical Concepts of Business Ethics to be applied in the Functional Management Areas.	<b>K2</b>
<b>CO2</b>	Identify the Ethical Practices in Corporate Governance	<b>K3</b>
<b>CO3</b>	Analyze the Issues and Challenges of Corporate Social Responsibility in the Current Scenario	<b>K4</b>

<b>COURSE CODE : 19PCO1EC1B</b>		
<b>COURSE TITLE : SERVICES MARKETING</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Identify the Concepts of Services Marketing	<b>K3</b>
<b>CO2</b>	Examine the Marketing Mix Strategies to be adopted in Service Marketing	<b>K4</b>
<b>CO3</b>	Evaluate the Services Marketing Development Process in various Sectors	<b>K5</b>
<b>CO4</b>	Discuss the Strategic approach of Services Marketing in Global Scenario	<b>K6</b>

<b>COURSE CODE : 19PCO2CC5</b>		
<b>COURSE TITLE : QUANTITATIVE TECHNIQUES FOR BUSINESS</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Examine the Role of Quantitative Techniques to solve Business Problems	<b>K4</b>
<b>CO2</b>	Determine the Relationship between Variables using Correlation and Regression	<b>K5</b>
<b>CO3</b>	Testing of Hypothesis with Various Statistical Tools and to formulate Programming Techniques in Transportation, Assignment and Network Analysis	<b>K6</b>

<b>COURSE CODE : 19PCO2CC6</b>		
<b>COURSE TITLE : LOGISTICS &amp; SUPPLY CHAIN MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Apply the concept of Logistics for Effective and Efficient Management	<b>K3</b>
<b>CO2</b>	Analyze the Supply Chain Strategies to be adopted in Logistics and Supply Chain Management	<b>K4</b>
<b>CO3</b>	Determine the role of Distribution Network and its impact in E – Business	<b>K5</b>
<b>CO4</b>	Discuss the importance of E – Logistics and Containerization	<b>K6</b>

<b>COURSE CODE : 19PCO2CC7</b>		
<b>COURSE TITLE : BIG DATA ANALYTICS</b>		

**CRITERION I****POs and COs**

CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Define the structure of Big Data	<b>K1</b>
<b>CO2</b>	Compare the types of Databases	<b>K2</b>
<b>CO3</b>	Apply Big Data for Small Business	<b>K3</b>
<b>CO4</b>	Analyse Big data knowledge with R tool	<b>K4</b>

**COURSE CODE : 19PCO2CC8****COURSE TITLE : SECURITY ANALYSIS & PORTFOLIO MANAGEMENT**

CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Apply the concept and Categories of Investment	<b>K3</b>
<b>CO2</b>	Examine the role of RBI, UTI, SEBI, NSE and BSE in the Securities Market	<b>K4</b>
<b>CO3</b>	Assess the Performance of Investment Portfolio by adopting Security and Portfolio Analysis	<b>K5</b>

**COURSE CODE : 19PCO2EC2A****COURSE TITLE : RETAIL MANAGEMENT**

CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Identify the Growth and Development of Retail Sector	<b>K3</b>
<b>CO2</b>	Assess the Retail set up, Operation Management and Retail Format with Diverse Mix	<b>K4</b>
<b>CO3</b>	Evaluate the Effectiveness of Retail Shop Management	<b>K5</b>
<b>CO4</b>	Predict the Technology Upgrade in Retail Environment	<b>K6</b>

**COURSE CODE : 19PCO2EC2****COURSE TITLE : INTERNATIONAL TRADE FINANCE**

CO Number	CO Statement	Cognitive Level
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Explain the theory and current developments in International Trade	<b>K2</b>
<b>CO2</b>	Identify the various Financial Institutions support to the International Trade	<b>K3</b>
<b>CO3</b>	Analyze the factors influencing Exchange Rates	<b>K4</b>
<b>CO4</b>	Assess the importance of documentation in International Trade	<b>K5</b>

**COURSE CODE : 19PCO3CC9****COURSE TITLE : ADVANCED CORPORATE ACCOUNTING**

**CRITERION I****POs and COs**

<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Apply the new format in the preparation of Company Final Accounts, Banking and Insurance Company Accounts.	<b>K3</b>
<b>CO2</b>	Analyze the valuation of Goodwill, Shares and list out various Accounting Standards.	<b>K4</b>
<b>CO3</b>	Assess Human Resource Accounting	<b>K5</b>
<b>CO4</b>	Solve problems on the Underwriting of Shares, Debentures, Mergers, Amalgamation and Reconstruction of Companies.	<b>K6</b>

<b>COURSE CODE : 19PCO3CC10</b>		
<b>COURSE TITLE : BUSINESS RESEARCH METHODS – I</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Understand the basic concepts of Research and Identify the Research Problem	<b>K2</b>
<b>CO2</b>	Select the Research approach and adopt the Sampling Design	<b>K3</b>
<b>CO3</b>	Analyze the Methods of Data Collection and develop the instrument	<b>K4</b>
<b>CO4</b>	Explain the various criteria for Questionnaire Designing	<b>K5</b>

<b>COURSE CODE : 19PCO3CC11</b>		
<b>COURSE TITLE : COMMERCE FOR COMPETITIVE EXAMINATIONS</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Apply the Mathematical and Logical Reasoning Ability	<b>K3</b>
<b>CO2</b>	Analyze the Latest Development in Banking, International Business and ICT	<b>K4</b>
<b>CO3</b>	Explain the Concepts of Business Management, Environment, Economics and Finance	<b>K5</b>
<b>CO4</b>	Solve Problems in Income Tax, Business Statistics, Financial Accounting, Cost and Management Accounting	<b>K6</b>

<b>COURSE CODE : 19PCO3CC1P</b>		
<b>COURSE TITLE : R PROGRAMMING – PRACTICALS</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Use import data from CSV to R	<b>K1</b>
<b>CO2</b>	Explain the data manipulation in R	<b>K2</b>
<b>CO3</b>	Build statistical analysis using R package	<b>K3</b>
<b>CO4</b>	Prepare visual representation of data for plotting graphs	<b>K4</b>

<b>COURSE CODE : 19PCO3EC3A</b>		
<b>COURSE TITLE : DIGITAL MARKETING</b>		



**CRITERION I****POs and COs**

<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Make use of Concept of Digital Marketing and apply search Management in the Digital era	<b>K3</b>
<b>CO2</b>	Examine the various Non Linear Marketing Approach with the Latest Developments and Strategies	<b>K4</b>
<b>CO3</b>	Plan and Practice Web analytics in Correlation with Social Networking regarding Digital Marketing cases from India.	<b>K5</b>
<b>CO4</b>	Make use of Concept of Digital Marketing and apply search Management in the Digital era	<b>K3</b>

<b>COURSE CODE : 19PCO3EC3B</b>		
<b>COURSE TITLE : ADVERTISEMENT &amp; SALES PROMOTION</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Identify the importance of Advertisement and Sales Promotion techniques in Modern Marketing era	<b>K3</b>
<b>CO2</b>	Analyze the Advertising Process and Strategy	<b>K4</b>
<b>CO3</b>	Interpret on the Selection criteria of Advertisement Media	<b>K5</b>
<b>CO4</b>	Discuss the required Skills for a Good Salesmanship	<b>K6</b>

<b>COURSE CODE : 19PCO4CC12</b>		
<b>COURSE TITLE : BUSINESS TAXATION</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Apply the basic concepts of Income Tax and Residential Status of an Individual	<b>K3</b>
<b>CO2</b>	Examine the Taxable Income of Salary and House Property of an Individual	<b>K4</b>
<b>CO3</b>	Determine the Total Income of Business or Profession, Capital Gain and Other Sources	<b>K5</b>
<b>CO4</b>	Create e-filing of Tax and GST	<b>K6</b>

<b>COURSE CODE : 19PCO4CC2P</b>		
<b>COURSE TITLE : BUSINESS RESEARCH METHODS – II (PRACTICALS)</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Develop the hypotheses to value the population parameters.	<b>K3</b>
<b>CO2</b>	Analyze the data with SPSS	<b>K4</b>
<b>CO3</b>	Compare the dependence and independence methods in multivariate data analysis.	<b>K5</b>
<b>CO4</b>	Formulating and Testing research hypothesis.	<b>K6</b>

<b>COURSE CODE : 19PCO4EC4A</b>		
<b>COURSE TITLE : MANAGERIAL BEHAVIOUR &amp; EFFECTIVENESS</b>		

**CRITERION I****POs and COs**

<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Apply the managerial dimensions for effective job behavior	<b>K3</b>
<b>CO2</b>	Examine managerial styles in terms of concern for production and concern for people	<b>K4</b>
<b>CO3</b>	Assess different systems of management and relate these systems to organizational characteristics	<b>K5</b>
<b>CO4</b>	Develop the managerial skills to enhance the competitive spirit through creativity and innovation.	<b>K6</b>

**COURSE CODE : 19PCO4EC4B****COURSE TITLE : ENTERPRISE RESOURCE PLANNING**

<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Make use of the technical aspects of ERP and its Modules	<b>K3</b>
<b>CO2</b>	Analyze the concept of ERP implementation system	<b>K4</b>
<b>CO3</b>	Determine the objectives and application of supply chain management	<b>K5</b>
<b>CO4</b>	Build a theoretical approach on strategies to be resumed for a successful ERP process	<b>K6</b>

**COURSE CODE : 19PCO4EC5A****COURSE TITLE : ENTREPRENEURSHIP & NEW VENTURE CREATION**

<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Identify various Governmental and Non - Governmental support schemes offered to the entrepreneurs.	<b>K3</b>
<b>CO2</b>	Distinguish the types of entrepreneurship and the modes of Business Networking.	<b>K4</b>
<b>CO3</b>	Assess the commercial viability of new technologies and business opportunities	<b>K5</b>
<b>CO4</b>	Create Business Plans that Articulate and apply the Entrepreneurial Competencies	<b>K6</b>

**COURSE CODE : 19PCO4EC5B****COURSE TITLE : PROJECT MANAGEMENT**

<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Outline the project management concepts	<b>K2</b>
<b>CO2</b>	Identify the project resource and infer the appraisal techniques	<b>K3</b>
<b>CO3</b>	Examine the methods of financing of projects and analyze the cost control techniques	<b>K4</b>
<b>CO4</b>	Evaluate Project Proposal	<b>K5</b>

**Signature Not Verified**

Digitally Signed  
Signed by: Sujatha.V  
Designation: Principal  
Reason: NAAC  
Location: Tiruchirappalli, Tamil Nadu, India  
Date: 30-Sep-2024 10:56:23



**Key Indicator - 1.1 Curriculum Design and Development**

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

**Programme Outcomes (POs) and Course Outcomes (COs) – (2021-2022 Onwards)**

**DEPARTMENT OF COMMERCE - M. Com****PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)**

<b>PEOs</b>	<b>Statement</b>
<b>PEO1</b>	To facilitate value-based holistic and comprehensive learning by integrating innovative learning practices to match the highest quality standards and train the students to be effective leaders in their chosen fields.
<b>PEO2</b>	To provide a conducive environment to unleash their hidden talents and to nurture the spirit of critical thinking and encourage them to achieve their goal.
<b>PEO3</b>	To equip students with the required skills in order to adapt to the changing global scenario and gain access to versatile career opportunities in multidisciplinary domains.
<b>PEO4</b>	To develop a sense of social responsibility by formulating ethics and equity to transform students into committed professionals with a strong attitude towards the development of the nation.
<b>PEO5</b>	To understand the impact of professional solutions in societal and environmental contexts and demonstrate the knowledge for an overall sustainable development

**PROGRAMME OUTCOMES (POs)**

<b>POs</b>	<b>Programme Outcome</b> <b>On completion of M. Com Programme, the students will be able to,</b>
<b>PO1</b>	Articulate, illustrate, analyse, synthesis and apply the knowledge of principles and frameworks of commerce and allied domains to the solutions of different business scenario.
<b>PO2</b>	Conduct investigation of multi-dimensional business problems using research-based knowledge and provide innovative solutions frameworks to real world complex problems.
<b>PO3</b>	Identify entrepreneurial opportunities to create and manage startups as well as professionalizing and growing family businesses.
<b>PO4</b>	Collaborate in an organizational context and across organizational boundaries and lead themselves in the achievement of organizational goals and optimize outcomes for all stakeholders.
<b>PO5</b>	Exhibit a broad appreciation of the ethical and value sustaining of managerial choices in political, cross-cultural, globalized, digitized and socio-economic environment.

**COURSE OUTCOMES (COs)**

<b>COURSE CODE : 19PCO1CC1</b>		
<b>COURSE TITLE : CORPORATE FINANCE</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Identify the various sources of Industrial Finance	<b>K3</b>
<b>CO2</b>	Classify the Methods to analyze Investment Proposals	<b>K4</b>
<b>CO3</b>	Explain the Working Capital Requirements, Cash inadequacy and Cash Insolvency in Financial Decisions	<b>K5</b>
<b>CO4</b>	Discuss the importance of Corporate Social Responsibilities	<b>K6</b>

<b>COURSE CODE : 19PCO1CC2</b>		
<b>COURSE TITLE : MANAGERIAL ECONOMICS</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Identify the Nature and Scope of Managerial Economics	<b>K3</b>
<b>CO2</b>	Analyze the different use of Production Function.	<b>K4</b>
<b>CO3</b>	Determine suitable Market Strategy for different Market Structure and to evaluate the Pricing Methods	<b>K5</b>
<b>CO4</b>	Discuss the mode of Economic Forecasting of Business	<b>K6</b>

<b>COURSE CODE : 19PCO1CC3</b>		
<b>COURSE TITLE : CORPORATE LAWS</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Identify the Provisions of Companies Act relating to Meetings, Resolutions and Company Management	<b>K3</b>
<b>CO2</b>	Analyze the rules and regulations of FEMA with regard to Foreign Exchange Dealings	<b>K4</b>
<b>CO3</b>	Determine the Functions and Powers of SEBI	<b>K5</b>
<b>CO4</b>	Discuss the Legal aspects of Environment Pollution Act, Consumer Protection Act and Information Technology Act.	<b>K6</b>

<b>COURSE CODE : 19PCO1CC4</b>		
<b>COURSE TITLE : STRATEGIC MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Develop the conceptual framework of Strategic Management and its Formulation	<b>K3</b>
<b>CO2</b>	Classify the strategic business unit and apply in the Strategic Environment	<b>K4</b>
<b>CO3</b>	Evaluate the Strategic Implementation and to assess about the Organizational Development	<b>K5</b>
<b>CO4</b>	Formulate the different remedial measures to overcome the emerging issues in Strategic Management	<b>K6</b>



**CRITERION I****POs and COs**

<b>COURSE CODE : 19PCO1EC1A</b>		
<b>COURSE TITLE : BUSINESS ETHICS, CORPORATE SOCIAL RESPONSIBILITY &amp; GOVERNANCE</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Explain the Theoretical Concepts of Business Ethics to be applied in the Functional Management Areas.	<b>K2</b>
<b>CO2</b>	Identify the Ethical Practices in Corporate Governance	<b>K3</b>
<b>CO3</b>	Analyze the Issues and Challenges of Corporate Social Responsibility in the Current Scenario	<b>K4</b>

<b>COURSE CODE : 19PCO1EC1B</b>		
<b>COURSE TITLE : SERVICES MARKETING</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Identify the Concepts of Services Marketing	<b>K3</b>
<b>CO2</b>	Examine the Marketing Mix Strategies to be adopted in Service Marketing	<b>K4</b>
<b>CO3</b>	Evaluate the Services Marketing Development Process in various Sectors	<b>K5</b>
<b>CO4</b>	Discuss the Strategic approach of Services Marketing in Global Scenario	<b>K6</b>

<b>COURSE CODE : 19PCO2CC5</b>		
<b>COURSE TITLE : QUANTITATIVE TECHNIQUES FOR BUSINESS</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Examine the Role of Quantitative Techniques to solve Business Problems	<b>K4</b>
<b>CO2</b>	Determine the Relationship between Variables using Correlation and Regression	<b>K5</b>
<b>CO3</b>	Testing of Hypothesis with Various Statistical Tools and to formulate Programming Techniques in Transportation, Assignment and Network Analysis	<b>K6</b>

<b>COURSE CODE : 19PCO2CC6</b>		
<b>COURSE TITLE : LOGISTICS &amp; SUPPLY CHAIN MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Apply the concept of Logistics for Effective and Efficient Management	<b>K3</b>
<b>CO2</b>	Analyze the Supply Chain Strategies to be adopted in Logistics and Supply Chain Management	<b>K4</b>
<b>CO3</b>	Determine the role of Distribution Network and its impact in E – Business	<b>K5</b>
<b>CO4</b>	Discuss the importance of E – Logistics and Containerization	<b>K6</b>



**CRITERION I****POs and COs**

<b>COURSE CODE : 19PCO2CC7</b>		
<b>COURSE TITLE : BIG DATA ANALYTICS</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Define the structure of Big Data	<b>K1</b>
<b>CO2</b>	Compare the types of Databases	<b>K2</b>
<b>CO3</b>	Apply Big Data for Small Business	<b>K3</b>
<b>CO4</b>	Analyse Big data knowledge with R tool	<b>K4</b>

<b>COURSE CODE : 19PCO2CC8</b>		
<b>COURSE TITLE : SECURITY ANALYSIS &amp; PORTFOLIO MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Apply the concept and Categories of Investment	<b>K3</b>
<b>CO2</b>	Examine the role of RBI, UTI, SEBI, NSE and BSE in the Securities Market	<b>K4</b>
<b>CO3</b>	Assess the Performance of Investment Portfolio by adopting Security and Portfolio Analysis	<b>K5</b>

<b>COURSE CODE : 19PCO2EC2A</b>		
<b>COURSE TITLE : RETAIL MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Identify the Growth and Development of Retail Sector	<b>K3</b>
<b>CO2</b>	Assess the Retail set up, Operation Management and Retail Format with Diverse Mix	<b>K4</b>
<b>CO3</b>	Evaluate the Effectiveness of Retail Shop Management	<b>K5</b>
<b>CO4</b>	Predict the Technology Upgrade in Retail Environment	<b>K6</b>

<b>COURSE CODE : 19PCO2EC2</b>		
<b>COURSE TITLE : INTERNATIONAL TRADE FINANCE</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Explain the theory and current developments in International Trade	<b>K2</b>
<b>CO2</b>	Identify the various Financial Institutions support to the International Trade	<b>K3</b>
<b>CO3</b>	Analyze the factors influencing Exchange Rates	<b>K4</b>
<b>CO4</b>	Assess the importance of documentation in International Trade	<b>K5</b>

**CRITERION I****POs and COs**

<b>COURSE CODE : 19PCO3CC9</b>		
<b>COURSE TITLE : ADVANCED CORPORATE ACCOUNTING</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Apply the new format in the preparation of Company Final Accounts, Banking and Insurance Company Accounts.	<b>K3</b>
<b>CO2</b>	Analyze the valuation of Goodwill, Shares and list out various Accounting Standards.	<b>K4</b>
<b>CO3</b>	Assess Human Resource Accounting	<b>K5</b>
<b>CO4</b>	Solve problems on the Underwriting of Shares, Debentures, Mergers, Amalgamation and Reconstruction of Companies.	<b>K6</b>

<b>COURSE CODE : 19PCO3CC10</b>		
<b>COURSE TITLE : BUSINESS RESEARCH METHODS – I</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Understand the basic concepts of Research and Identify the Research Problem	<b>K2</b>
<b>CO2</b>	Select the Research approach and adopt the Sampling Design	<b>K3</b>
<b>CO3</b>	Analyze the Methods of Data Collection and develop the instrument	<b>K4</b>
<b>CO4</b>	Explain the various criteria for Questionnaire Designing	<b>K5</b>

<b>COURSE CODE : 19PCO3CC11</b>		
<b>COURSE TITLE : COMMERCE FOR COMPETITIVE EXAMINATIONS</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to.	
<b>CO1</b>	Apply the Mathematical and Logical Reasoning Ability	<b>K3</b>
<b>CO2</b>	Analyze the Latest Development in Banking, International Business and ICT	<b>K4</b>
<b>CO3</b>	Explain the Concepts of Business Management, Environment, Economics and Finance	<b>K5</b>
<b>CO4</b>	Solve Problems in Income Tax, Business Statistics, Financial Accounting, Cost and Management Accounting	<b>K6</b>

<b>COURSE CODE : 19PCO3CC1P</b>		
<b>COURSE TITLE : R PROGRAMMING – PRACTICALS</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Use import data from CSV to R	<b>K1</b>
<b>CO2</b>	Explain the data manipulation in R	<b>K2</b>
<b>CO3</b>	Build statistical analysis using R package	<b>K3</b>
<b>CO4</b>	Prepare visual representation of data for plotting graphs	<b>K4</b>

**CRITERION I****POs and COs**

<b>COURSE CODE : 19PCO3EC3A</b>		
<b>COURSE TITLE : DIGITAL MARKETING</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Make use of Concept of Digital Marketing and apply search Management in the Digital era	<b>K3</b>
<b>CO2</b>	Examine the various Non Linear Marketing Approach with the Latest Developments and Strategies	<b>K4</b>
<b>CO3</b>	Plan and Practice Web analytics in Correlation with Social Networking regarding Digital Marketing cases from India.	<b>K5</b>
<b>CO4</b>	Make use of Concept of Digital Marketing and apply search Management in the Digital era	<b>K3</b>

<b>COURSE CODE : 19PCO3EC3B</b>		
<b>COURSE TITLE : ADVERTISEMENT &amp; SALES PROMOTION</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Identify the importance of Advertisement and Sales Promotion techniques in Modern Marketing era	<b>K3</b>
<b>CO2</b>	Analyze the Advertising Process and Strategy	<b>K4</b>
<b>CO3</b>	Interpret on the Selection criteria of Advertisement Media	<b>K5</b>
<b>CO4</b>	Discuss the required Skills for a Good Salesmanship	<b>K6</b>

<b>COURSE CODE : 19PCO4CC12</b>		
<b>COURSE TITLE : BUSINESS TAXATION</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Apply the basic concepts of Income Tax and Residential Status of an Individual	<b>K3</b>
<b>CO2</b>	Examine the Taxable Income of Salary and House Property of an Individual	<b>K4</b>
<b>CO3</b>	Determine the Total Income of Business or Profession, Capital Gain and Other Sources	<b>K5</b>
<b>CO4</b>	Create e-filing of Tax and GST	<b>K6</b>

<b>COURSE CODE : 19PCO4CC2P</b>		
<b>COURSE TITLE : BUSINESS RESEARCH METHODS – II (PRACTICALS)</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Develop the hypotheses to value the population parameters.	<b>K3</b>
<b>CO2</b>	Analyze the data with SPSS	<b>K4</b>
<b>CO3</b>	Compare the dependence and independence methods in multivariate data analysis.	<b>K5</b>
<b>CO4</b>	Formulating and Testing research hypothesis.	<b>K6</b>

**CRITERION I****POs and COs**

<b>COURSE CODE : 19PCO4EC4A</b>		
<b>COURSE TITLE : MANAGERIAL BEHAVIOUR &amp; EFFECTIVENESS</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Apply the managerial dimensions for effective job behavior	<b>K3</b>
<b>CO2</b>	Examine managerial styles in terms of concern for production and concern for people	<b>K4</b>
<b>CO3</b>	Assess different systems of management and relate these systems to organizational characteristics	<b>K5</b>
<b>CO4</b>	Develop the managerial skills to enhance the competitive spirit through creativity and innovation.	<b>K6</b>

<b>COURSE CODE : 19PCO4EC4B</b>		
<b>COURSE TITLE : ENTERPRISE RESOURCE PLANNING</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Make use of the technical aspects of ERP and its Modules	<b>K3</b>
<b>CO2</b>	Analyze the concept of ERP implementation system	<b>K4</b>
<b>CO3</b>	Determine the objectives and application of supply chain management	<b>K5</b>
<b>CO4</b>	Build a theoretical approach on strategies to be resumed for a successful ERP process	<b>K6</b>

<b>COURSE CODE : 19PCO4EC5A</b>		
<b>COURSE TITLE : ENTREPRENEURSHIP &amp; NEW VENTURE CREATION</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Identify various Governmental and Non - Governmental support schemes offered to the entrepreneurs.	<b>K3</b>
<b>CO2</b>	Distinguish the types of entrepreneurship and the modes of Business Networking.	<b>K4</b>
<b>CO3</b>	Assess the commercial viability of new technologies and business opportunities	<b>K5</b>
<b>CO4</b>	Create Business Plans that Articulate and apply the Entrepreneurial Competencies	<b>K6</b>

<b>COURSE CODE : 19PCO4EC5B</b>		
<b>COURSE TITLE : PROJECT MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Outline the project management concepts	<b>K2</b>
<b>CO2</b>	Identify the project resource and infer the appraisal techniques	<b>K3</b>
<b>CO3</b>	Examine the methods of financing of projects and analyze the cost control techniques	<b>K4</b>
<b>CO4</b>	Evaluate Project Proposal	<b>K5</b>

Signature Not Verified

Digitally Signed  
Signed by: Sujatha.V  
Designation: Principal  
Reason: NAAC  
Location: Tiruchirappalli, Tamil Nadu, India  
Date: 30-Sep-2024 10:56:23



**Key Indicator - 1.1 Curriculum Design and Development**

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

**Programme Outcomes (POs) and Course Outcomes (COs) – (2022-2023 Onwards)**

**DEPARTMENT OF COMMERCE - M. Com****PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)**

<b>PEOs</b>	<b>Statement</b>
<b>PEO1</b>	<b>LEARNING ENVIRONMENT</b> To facilitate value-based holistic and comprehensive learning by integrating innovative learning practices to match the highest quality standards and train the students to be effective leaders in their chosen fields.
<b>PEO2</b>	<b>ACADEMIC EXCELLENCE</b> To provide a conducive environment to unleash their hidden talents and to nurture the spirit of critical thinking and encourage them to achieve their goal.
<b>PEO3</b>	<b>EMPLOYABILITY</b> To equip students with the required skills in order to adapt to the changing global scenario and gain access to versatile career opportunities in multidisciplinary domains.
<b>PEO4</b>	<b>PROFESSIONAL ETHICS AND SOCIAL RESPONSIBILITY</b> To develop a sense of social responsibility by formulating ethics and equity to transform students into committed professionals with a strong attitude towards the development of the nation.
<b>PEO5</b>	<b>GREEN SUSTAINABILITY</b> To understand the impact of professional solutions in societal and environmental contexts and demonstrate the knowledge for an overall sustainable development

**PROGRAMME OUTCOMES (POs)**



**CRITERION I****POs and COs**

<b>POs</b>	<b>On completion of M. Com Programme, the students will be able to,</b>
<b>PO1</b>	<b>GENERIC AND DOMAIN KNOWLEDGE</b> Articulate, illustrate, analyse, synthesis and apply the knowledge of principles and frameworks of commerce and allied domains to the solutions of different business scenario.
<b>PO2</b>	<b>CRITICAL THINKING AND PROBLEM SOLVING</b> Conduct investigation of multi-dimensional business problems using research-based knowledge and provide innovative solutions frameworks to real world complex problems.
<b>PO3</b>	<b>ENTREPRENEURSHIP AND EMPLOYMENT SKILLS</b> Identify entrepreneurial opportunities to create and manage startups as well as professionalizing and growing family businesses.
<b>PO4</b>	<b>LEADERSHIP AND TEAM WORK</b> Collaborate in an organizational context and across organizational boundaries and lead themselves in the achievement of organizational goals and optimize outcomes for all stakeholders.
<b>PO5</b>	<b>SOCIAL RESPONSIVENESS AND ETHICS</b> Exhibit a broad appreciation of the ethical and value sustaining of managerial choices in political, cross-cultural, globalized, digitized and socio-economic environment.

**PROGRAMME SPECIFIC OUTCOMES (PSOs)**

<b>POs</b>	<b>The Students of M.Com. will be able to,</b>	<b>POs Addressed</b>
<b>PSO1</b>	Gain an in-depth understanding of core and functional management concepts, business environment and domain specific knowledge.	<b>PO1 PO2</b>
<b>PSO2</b>	Develop skills for analysing of the business data, application of relevant analysis and problem solving in other functional areas such as marketing, finance, business strategy, human resources and information technology.	<b>PO2</b>
<b>PSO3</b>	Inculcate entrepreneurship and managerial skills to establish and manage the business efficiently.	<b>PO3</b>
<b>PSO4</b>	Ability to apply knowledge, skills and right attitude necessary to provide effective leadership in a global environment and to develop proactive thinking so as to perform efficiency in the dynamic socio-economic and business eco-system.	<b>PO4 PO5</b>
<b>PSO5</b>	Develop competent professionals with strong ethical values, capable of a pivotal role in various sectors of the Indian Economy and Society, aligned with the national priorities.	<b>PO5</b>

**COURSE OUTCOMES (CO)**

**CRITERION I****POs and COs**

<b>COURSE CODE : 22PCO1CC1</b>		
<b>COURSE TITLE : CORPORATE FINANCE</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Recall and develop an understanding of the overall role and scope of finance function and apply the time value of money concepts	<b>K1, K3, K5</b>
<b>CO2</b>	Interpret and perform analytical reviews of financial results, proposals and plans.	<b>K2, K5</b>
<b>CO3</b>	Create financial discipline and select methods to improve the financial well-being of an organizations.	<b>K3, K5</b>
<b>CO4</b>	Identify and construct an optimal capital structure, risk policy and payout policy to take better dividend decisions.	<b>K3, K6</b>
<b>CO5</b>	Analyze and develop knowledge of the legal, procedural and practical aspects of corporate restructuring and contemporary issues in management.	<b>K4, K6</b>

<b>COURSE CODE : 22PCO1CC2</b>		
<b>COURSE TITLE : ECONOMIC AND ENVIRONMENT LAW</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Identify and point out the provisions, rules and regulations of companies act, competition act, foreign exchange management act and information technology act.	<b>K1, K2, K4</b>
<b>CO2</b>	Analyze the concepts, provisions of appointment of Board of Directors, conduct of various meeting, to discuss the various policies relating to act.	<b>K2, K4</b>
<b>CO3</b>	Discuss and summarize the legal aspects of various acts, to choose the disputes Redressal agencies, penalties and adjudication of various act.	<b>K2, K3, K6</b>
<b>CO4</b>	Relate and compare with latest amendments in various act, contraventions and penalties	<b>K1, K4</b>
<b>CO5</b>	Predict the concepts of laws in detail and to relate where and how it is applied in recent days.	<b>K1, K2, K3, K5, K6</b>

<b>COURSE CODE : 22PCO1CC3</b>		
<b>COURSE TITLE : STRATEGIC MANAGEMENT</b>		

**CRITERION I****POs and COs**

<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to	<b>Cognitive Level</b>
<b>CO1</b>	Describe and apply the various perspectives and concepts in the field of strategic management.	<b>K1, K3</b>
<b>CO2</b>	Predict the social responsibilities and ethics in strategic management and conclude the ethical decision making.	<b>K2, K3, K6</b>
<b>CO3</b>	Identify the basic concepts, principles and practices associated with strategy formulation, implementation and summarize the concepts to the solutions of business problems.	<b>K3, K6</b>
<b>CO4</b>	Identify the strategic issues and design appropriate courses of actions	<b>K3, K6</b>
<b>CO5</b>	Critically analyze the internal and external environment in which business operate and assess their significance for strategic planning.	<b>K4, K5</b>

<b>COURSE CODE : 22PCO1CC4</b>		
<b>COURSE TITLE : ORGANIZATIONAL BEHAVIOUR</b>		
<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to	<b>Cognitive Level</b>
<b>CO1</b>	Recall the concept of organizational behavior to understand the behavior of people in the organization and to explain different models used to explain individual behavior.	<b>K1, K2</b>
<b>CO2</b>	Apply the concept of personality and to analyse how individual personality and behaviour impacts the typical contemporary work experience.	<b>K3, K4</b>
<b>CO3</b>	Identify how individual, groups and structure have impact on the organizational effectiveness and to explain the concept of learning and attitude.	<b>K4, K5</b>
<b>CO4</b>	Point out how the organizational behavior can integrate in understanding the motivation and to explain the various leadership styles and the role of leaders in a decision making process.	<b>K4, K5</b>
<b>CO5</b>	Compare the relationship between group and team and to demonstrate how the organizational behaviour can integrate in understanding the motivation behind behaviour of people in the organisation.	<b>K4, K6</b>

<b>COURSE CODE : 22PCO1DSE1A</b>
<b>COURSE TITLE : BUSINESS ETHICS, CORPORATE SOCIAL RESPONSIBILITY AND</b>

**CRITERION I****POs and COs**

<b>GOVERNANCE</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Define and outline the concepts of business ethics, corporate social responsibilities and governance.	<b>K1, K2</b>
<b>CO2</b>	Apply the ethical aspect of social responsibility and analyze its implications in various functional areas of business management.	<b>K3, K4</b>
<b>CO3</b>	Examine the legal provisions of the ethical policies of corporate social responsibility and governance.	<b>K4</b>
<b>CO4</b>	Evaluate the ethical practices in corporate social responsibility and governance.	<b>K5</b>
<b>CO5</b>	Discuss the issues and challenges in the field of business ethics, social responsibilities and governance in the current scenario.	<b>K6</b>

<b>COURSE CODE : 22PCO1DSE1B</b>		
<b>COURSE TITLE : SERVICES MARKETING</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Identify the Concepts of Services Marketing	<b>K3</b>
<b>CO2</b>	Develop and justify marketing planning and control systems appropriate to service based activities	<b>K3</b>
<b>CO3</b>	Examine the Marketing Mix Strategies to be adopted in Service Marketing	<b>K4</b>
<b>CO4</b>	Evaluate the Services Marketing Development Process in various Sectors	<b>K5</b>
<b>CO5</b>	Discuss the Strategic approach of Services Marketing in Global Scenario	<b>K6</b>

<b>COURSE CODE : 22PCO1DSE1C</b>		
<b>COURSE TITLE : INTERNATIONAL HUMAN RESOURCE MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Apply the principles of International Human resource management and its models	<b>K3</b>
<b>CO2</b>	Analyze the Strategies for International Growth	<b>K4</b>
<b>CO3</b>	Determine the functions of International recruitment, selection and staffing	<b>K5</b>
<b>CO4</b>	Appraise the various methods of global training and development.	<b>K5</b>
<b>CO5</b>	Construct the International Compensation and International Employment Laws	<b>K6</b>

**CRITERION I****POs and COs**

<b>COURSE CODE : 22PCO2CC5</b>		
<b>COURSE TITLE : COST AND MANAGEMENT ACCOUNTING</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Relate, develop and apply the techniques of Management Accounting in the financial decision making	<b>K1, K3, K5</b>
<b>CO2</b>	Recall, classify and adapt cost accounting approaches to solve practical problems	<b>K1, K2, K6</b>
<b>CO3</b>	Apply and assess different types of activity based management tools through the preparation of estimates	<b>K3, K5</b>
<b>CO4</b>	Make use of management reports for planning and monitoring purpose and recommend the level at which costs need to be captured.	<b>K3, K5</b>
<b>CO5</b>	Analyze to improve the operations of organization through the application of cost and Management accounting methods	<b>K4, K6</b>

<b>COURSE CODE : 22PCO2CC6</b>		
<b>COURSE TITLE : BUSINESS ANALYTICS</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Understand the advanced analytical tools to analyse complex problems under uncertainty	<b>K2</b>
<b>CO2</b>	Compare business processes using analytical and management tools	<b>K3</b>
<b>CO3</b>	Apply appropriate analytical methods to find solutions to business problems using SAS, Excel and SPSS	<b>K3</b>
<b>CO4</b>	Identify and describe complex business problems in terms of analytical models	<b>K3, K4</b>
<b>CO5</b>	Extract and manipulate data sets from various sources to meet organizational needs	<b>K5</b>

<b>COURSE CODE : 22PCO2CC7</b>		
<b>COURSE TITLE : DIGITAL MARKETING</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Define, classify and apply the concept of digital marketing and search engine optimization works in the digital era.	<b>K1, K2, K3</b>
<b>CO2</b>	Explain emerging trends in digital marketing and critically assess the use of digital marketing tools.	<b>K2, K5</b>
<b>CO3</b>	Outline and appraise the main elements of the digital marketing strategies and the components of the digital marketing plan.	<b>K2, K5</b>
<b>CO4</b>	Analyse and build a solid understanding of core business principles in the primary areas of digital marketing, web technology and new media management.	<b>K4, K6</b>
<b>CO5</b>	Interpret and apply the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics.	<b>K3, K6</b>



**CRITERION I****POs and COs**

<b>COURSE CODE : 22PCO2CCC1A</b>		
<b>COURSE TITLE SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Define and classify the various investment alternatives and risk elements in the construction of portfolio.	<b>K1, K2</b>
<b>CO2</b>	Outline and Apply the techniques of security analysis for selecting the best investment proposal.	<b>K2, K3,</b>
<b>CO3</b>	Identify and examine various principles for better portfolio management.	<b>K3, K4</b>
<b>CO4</b>	Compare and explain various concepts, theories and models of security analysis and portfolio management	<b>K4, K5</b>
<b>CO5</b>	Evaluate and create an efficient portfolio for optimum return	<b>K5, K6</b>

<b>COURSE CODE : 22PCO2CCC1B</b>		
<b>COURSE TITLE : INSURANCE AND RISK MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Identify the various insurance needs of the society and industry in the current market scenario.	<b>K1, K2</b>
<b>CO2</b>	Understand the management aspects of Insurance in the areas of Life Insurance, Health Insurance, Fire, and other non-life insurance.	<b>K3,K4</b>
<b>CO3</b>	Analyze the marketing of insurance services and channels of distribution	<b>K4, K5</b>
<b>CO4</b>	Discuss the importance of risk management and methods of mitigating risks in insurance.	<b>K4, K5</b>
<b>CO5</b>	Explain the underwriting principles and insurance company risk control operations.	<b>K4, K6</b>

<b>COURSE CODE : 22PCO2CCC1C</b>		
<b>COURSE TITLE : BRAND MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Identify and Explain the Brand Management, Brand Identity, Brand Image, Brand Personality, Brand Equity and Brand Positioning.	<b>K1, K2, K4</b>
<b>CO2</b>	Analyze the concepts of Brand Management and to discuss the Customer's Perception of Brand Identity.	<b>K2, K4</b>
<b>CO3</b>	Discuss and summarize the Equity, Ethical Brand Positioning of Management.	<b>K2, K3, K6</b>
<b>CO4</b>	Relate and compare with the Case Studies of Brand Management.	<b>K1, K4</b>
<b>CO5</b>	Predict the concepts of Brand Management and new tool for Distinctive Positioning.	<b>K1, K2, K3, K5, K6</b>

**CRITERION I****POs and COs**

<b>COURSE CODE : 22PCO2DSE2A</b>		
<b>COURSE TITLE: LOGISTICS AND SUPPLY CHAIN MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Recall and develop an understanding of basic concepts and role of Logistics and supply chain management in business.	<b>K1, K3, K5</b>
<b>CO2</b>	Understand, and appraise how supply chain drivers play an important role in redefining value chain excellence of Firms	<b>K1, K2, K5</b>
<b>CO3</b>	Apply and assess the tools and techniques useful in implementing supply chain management	<b>K3, K5</b>
<b>CO4</b>	Identify, analyze and integrate various supply chain strategies.	<b>K3, K4</b>
<b>CO5</b>	Make use of logistics and supply chain strategies to create value generation and utilize IT applications	<b>K3, K6</b>

<b>COURSE CODE : 22PCO2DSE2B</b>		
<b>COURSE TITLE : RETAIL MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Define and interpret the Growth and Development of Retail Sector	<b>K1, K2</b>
<b>CO2</b>	Outline and Apply Retailed set up Operation Management and Retail Format with Diverse Mix	<b>K2, K3</b>
<b>CO3</b>	Identify and examine the Effectiveness of Retail Shop Management	<b>K3, K4</b>
<b>CO4</b>	Evaluate and create the Technology Upgrade in Retail Environment	<b>K5, K6</b>
<b>CO5</b>	Examine and evaluate the procurement of retail merchandising	<b>K4, K6</b>

<b>COURSE CODE : 22PCO2DSE2C</b>		
<b>COURSE TITLE : BUSINESS INFORMATION SYSTEM</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Define and explain the flow of information through business processes.	<b>K1, K4</b>
<b>CO2</b>	Explain the formulate plans for the retrieval and analysis of supporting data	<b>K2, K4</b>
<b>CO3</b>	Apply and develop the networking concepts and technologies to support business needs	<b>K3, K5</b>
<b>CO4</b>	Identify standard project management tools and approaches.	<b>K4</b>
<b>CO5</b>	Develop and classify the computer programs to support or automated business processes	<b>K2, K5</b>

**CRITERION I****POs and COs**

<b>COURSE CODE : 19PCO3CC9</b>		
<b>COURSE TITLE : ADVANCED CORPORATE ACCOUNTING</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Apply the new format in the preparation of Company Final Accounts, Banking and Insurance Company Accounts.	<b>K3</b>
<b>CO2</b>	Analyze the valuation of Goodwill, Shares and list out various Accounting Standards.	<b>K4</b>
<b>CO3</b>	Assess Human Resource Accounting	<b>K5</b>
<b>CO4</b>	Solve problems on the Underwriting of Shares, Debentures, Mergers, Amalgamation and Reconstruction of Companies.	<b>K6</b>

<b>COURSE CODE : 19PCO3CC10</b>		
<b>COURSE TITLE : BUSINESS RESEARCH METHODS – I</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Understand the basic concepts of Research and Identify the Research Problem	<b>K2</b>
<b>CO2</b>	Select the Research approach and adopt the Sampling Design	<b>K3</b>
<b>CO3</b>	Analyze the Methods of Data Collection and develop the instrument	<b>K4</b>
<b>CO4</b>	Explain the various criteria for Questionnaire Designing	<b>K5</b>

<b>COURSE CODE : 19PCO3CC11</b>		
<b>COURSE TITLE : COMMERCE FOR COMPETITIVE EXAMINATIONS</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Apply the Mathematical and Logical Reasoning Ability	<b>K3</b>
<b>CO2</b>	Analyze the Latest Development in Banking, International Business and ICT	<b>K4</b>
<b>CO3</b>	Explain the Concepts of Business Management, Environment, Economics and Finance	<b>K5</b>
<b>CO4</b>	Solve Problems in Income Tax, Business Statistics, Financial Accounting, Cost and Management Accounting	<b>K6</b>

<b>COURSE CODE : 19PCO3CC1P</b>		
<b>COURSE TITLE : R PROGRAMMING – PRACTICALS</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Use import data from CSV to R	<b>K1</b>
<b>CO2</b>	Explain the data manipulation in R	<b>K2</b>
<b>CO3</b>	Build statistical analysis using R package	<b>K3</b>
<b>CO4</b>	Prepare visual representation of data for plotting graphs	<b>K4</b>

**CRITERION I****POs and COs**

<b>COURSE CODE : 19PCO3EC3A</b>		
<b>COURSE TITLE : DIGITAL MARKETING</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Make use of Concept of Digital Marketing and apply search Management in the Digital era	<b>K3</b>
<b>CO2</b>	Examine the various Non Linear Marketing Approach with the Latest Developments and Strategies	<b>K4</b>
<b>CO3</b>	Plan and Practice Web analytics in Correlation with Social Networking regarding Digital Marketing cases from India.	<b>K5</b>
<b>CO4</b>	Make use of Concept of Digital Marketing and apply search Management in the Digital era	<b>K3</b>

<b>COURSE CODE : 19PCO3EC3B</b>		
<b>COURSE TITLE : ADVERTISEMENT &amp; SALES PROMOTION</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Identify the importance of Advertisement and Sales Promotion techniques in Modern Marketing era	<b>K3</b>
<b>CO2</b>	Analyze the Advertising Process and Strategy	<b>K4</b>
<b>CO3</b>	Interpret on the Selection criteria of Advertisement Media	<b>K5</b>
<b>CO4</b>	Discuss the required Skills for a Good Salesmanship	<b>K6</b>

<b>COURSE CODE : 19PCO4CC12</b>		
<b>COURSE TITLE : BUSINESS TAXATION</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Apply the basic concepts of Income Tax and Residential Status of an Individual	<b>K3</b>
<b>CO2</b>	Examine the Taxable Income of Salary and House Property of an Individual	<b>K4</b>
<b>CO3</b>	Determine the Total Income of Business or Profession, Capital Gain and Other Sources	<b>K5</b>
<b>CO4</b>	Create e-filing of Tax and GST	<b>K6</b>

<b>COURSE CODE : 19PCO4CC2P</b>		
<b>COURSE TITLE : BUSINESS RESEARCH METHODS – II (PRACTICALS)</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Develop the hypotheses to value the population parameters.	<b>K3</b>
<b>CO2</b>	Analyze the data with SPSS	<b>K4</b>
<b>CO3</b>	Compare the dependence and independence methods in multivariate data analysis.	<b>K5</b>
<b>CO4</b>	Formulating and Testing research hypothesis.	<b>K6</b>



**CRITERION I****POs and COs**

<b>COURSE CODE : 19PCO4EC4A</b>		
<b>COURSE TITLE : MANAGERIAL BEHAVIOUR &amp; EFFECTIVENESS</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Apply the managerial dimensions for effective job behavior	<b>K3</b>
<b>CO2</b>	Examine managerial styles in terms of concern for production and concern for people	<b>K4</b>
<b>CO3</b>	Assess different systems of management and relate these systems to organizational characteristics	<b>K5</b>
<b>CO4</b>	Develop the managerial skills to enhance the competitive spirit through creativity and innovation.	<b>K6</b>

<b>COURSE CODE : 19PCO4EC4B</b>		
<b>COURSE TITLE : ENTERPRISE RESOURCE PLANNING</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Make use of the technical aspects of ERP and its Modules	<b>K3</b>
<b>CO2</b>	Analyze the concept of ERP implementation system	<b>K4</b>
<b>CO3</b>	Determine the objectives and application of supply chain management	<b>K5</b>
<b>CO4</b>	Build a theoretical approach on strategies to be resumed for a successful ERP process	<b>K6</b>

<b>COURSE CODE : 19PCO4EC5A</b>		
<b>COURSE TITLE : ENTREPRENEURSHIP &amp; NEW VENTURE CREATION</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to,	
<b>CO1</b>	Identify various Governmental and Non - Governmental support schemes offered to the entrepreneurs.	<b>K3</b>
<b>CO2</b>	Distinguish the types of entrepreneurship and the modes of Business Networking.	<b>K4</b>
<b>CO3</b>	Assess the commercial viability of new technologies and business opportunities	<b>K5</b>
<b>CO4</b>	Create Business Plans that Articulate and apply the Entrepreneurial Competencies	<b>K6</b>

<b>COURSE CODE : 19PCO4EC5B</b>		
<b>COURSE TITLE : PROJECT MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Outline the project management concepts	<b>K2</b>
<b>CO2</b>	Identify the project resource and infer the appraisal techniques	<b>K3</b>
<b>CO3</b>	Examine the methods of financing of projects and analyze the cost control techniques	<b>K4</b>
<b>CO4</b>	Evaluate Project Proposal	<b>K6</b>

Signature Not Verified

Digitally Signed  
Signed by: Sujatha.V  
Designation: Principal  
Reason: NAAC  
Location: Tiruchirappalli, Tamil Nadu, India  
Date: 30-Sep-2024 10:56:23



**Key Indicator - 1.1 Curriculum Design and Development**

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

**Programme Outcomes (POs) and Course Outcomes (COs) – (2023-2024 Onwards)**

**DEPARTMENT OF COMMERCE - M. Com****PROGRAMME EDUCATIONAL OBJECTIVES (PEOs)**

<b>PEOs</b>	<b>Statement</b>
<b>PEO1</b>	<b>LEARNING ENVIRONMENT</b> To facilitate value-based holistic and comprehensive learning by integrating innovative learning practices to match the highest quality standards and train the students to be effective leaders in their chosen fields.
<b>PEO2</b>	<b>ACADEMIC EXCELLENCE</b> To provide a conducive environment to unleash their hidden talents and to nurture the spirit of critical thinking and encourage them to achieve their goal.
<b>PEO3</b>	<b>EMPLOYABILITY</b> To equip students with the required skills in order to adapt to the changing global scenario and gain access to versatile career opportunities in multidisciplinary domains.
<b>PEO4</b>	<b>PROFESSIONAL ETHICS AND SOCIAL RESPONSIBILITY</b> To develop a sense of social responsibility by formulating ethics and equity to transform students into committed professionals with a strong attitude towards the development of the nation.
<b>PEO5</b>	<b>GREEN SUSTAINABILITY</b> To understand the impact of professional solutions in societal and environmental contexts and demonstrate the knowledge for an overall sustainable development

**CRITERION I****POs and COs****PROGRAMME OUTCOMES (POs)**

<b>POs</b>	<b>On completion of M. Com Programme, the students will be able to</b>
<b>PO1</b>	<b>GENERIC AND DOMAIN KNOWLEDGE</b> Articulate, illustrate, analyse, synthesis and apply the knowledge of principles and frameworks of commerce and allied domains to the solutions of different business scenario.
<b>PO2</b>	<b>CRITICAL THINKING AND PROBLEM SOLVING</b> Conduct investigation of multi-dimensional business problems using research-based knowledge and provide innovative solutions frameworks to real world complex problems.
<b>PO3</b>	<b>ENTREPRENEURSHIP AND EMPLOYMENT SKILLS</b> Identify entrepreneurial opportunities to create and manage startups as well as professionalizing and growing family businesses.
<b>PO4</b>	<b>LEADERSHIP AND TEAM WORK</b> Collaborate in an organizational context and across organizational boundaries and lead themselves in the achievement of organizational goals and optimize outcomes for all stakeholders.
<b>PO5</b>	<b>SOCIAL RESPONSIVENESS AND ETHICS</b> Exhibit a broad appreciation of the ethical and value sustaining of managerial choices in political, cross-cultural, globalized, digitized and socio-economic environment.

**PROGRAMME SPECIFIC OUTCOMES (PSOs)**

<b>POs</b>	<b>The Students of M.Com. will be able to</b>	<b>POs Addressed</b>
<b>PSO1</b>	Gain an in-depth understanding of core and functional management concepts, business environment and domain specific knowledge.	<b>PO1 PO2</b>
<b>PSO2</b>	Develop skills for analysing of the business data, application of relevant analysis and problem solving in other functional areas such as marketing, finance, business strategy, human resources and information technology.	<b>PO2</b>
<b>PSO3</b>	Inculcate entrepreneurship and managerial skills to establish and manage the business efficiently.	<b>PO3</b>
<b>PSO4</b>	Ability to apply knowledge, skills and right attitude necessary to provide effective leadership in a global environment and to develop proactive thinking so as to perform efficiency in the dynamic socio-economic and business eco-system.	<b>PO4 PO5</b>
<b>PSO5</b>	Develop competent professionals with strong ethical values, capable of a pivotal role in various sectors of the Indian Economy and Society, aligned with the national priorities.	<b>PO5</b>

**CRITERION I****POs and COs****COURSE OUTCOMES (CO)**

<b>COURSE CODE : 23PCO1CC1</b>		
<b>COURSE TITLE : BUSINESS FINANCE</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Explain and Analyze the important finance concepts	<b>K2, K4</b>
<b>CO2</b>	Estimate risk and interpret its impact on return	<b>K2, K3</b>
<b>CO3</b>	Appraise leasing and other sources of finance for startups	<b>K4</b>
<b>CO4</b>	Summarize and Estimate the cash, receivable, inventory and working capital management techniques	<b>K5, K6</b>
<b>CO5</b>	Relate and Evaluate techniques of long term investment decision incorporating risk factor	<b>K5, K6</b>

<b>COURSE CODE : 23PCO1CC2</b>		
<b>COURSE TITLE : DIGITAL MARKETING</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Describe and Explain the dynamics of digital marketing	<b>K1, K2,</b>
<b>CO2</b>	Indicate and Apply the online marketing mix	<b>K2, K3</b>
<b>CO3</b>	Demonstrate and Compare digital media channels.	<b>K3, K4</b>
<b>CO4</b>	Examine and Categorize the online consumer behavior	<b>K4, K5</b>
<b>CO5</b>	Summarize and Appraise social media data	<b>K5, K6</b>

<b>COURSE CODE : 23PCO1CC3</b>		
<b>COURSE TITLE : BANKING AND INSURANCE</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Relate and Discuss the transformation in banking from traditional to new age	<b>K1, K2</b>
<b>CO2</b>	Explain and Apply modern techniques of digital banking	<b>K2, K3</b>
<b>CO3</b>	Interpret and Analyze the role of insurance sector	<b>K3, K4</b>
<b>CO4</b>	Examine and Summarize the regulatory mechanism	<b>K4, K5</b>
<b>CO5</b>	Construct and Assess the risk mitigation strategies	<b>K5, K6</b>

**CRITERION I****POs and COs**

<b>COURSE CODE : 23PCO1CC4</b>		
<b>COURSE TITLE : STRATEGIC HUMAN RESOURCE MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to	<b>Cognitive Level</b>
<b>CO1</b>	Indicate and Apply the fundamentals of strategic Human Resource Management	<b>K2, K3</b>
<b>CO2</b>	Recognize and Examine the conceptual framework of strategic Human Resource Management	<b>K2, K4</b>
<b>CO3</b>	Interpret and Outline the knowledge of various strategies in Human Resource Management in the corporate arena	<b>K3, K4,</b>
<b>CO4</b>	Analyze and Assess the drafting of HR policies	<b>K4, K6</b>
<b>CO5</b>	Summarize and Evaluate the latest trend in the strategic Human Resource Management.	<b>K5, K6</b>

<b>COURSE CODE : 23PCO1DSE1A</b>		
<b>COURSE TITLE : SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to	<b>Cognitive Level</b>
<b>CO1</b>	Define and Classify the investment options and structure a portfolio	<b>K1, K2</b>
<b>CO2</b>	Discuss and compute the value of Equity Shares, Preference Shares and Bonds	<b>K2, K3</b>
<b>CO3</b>	Predict and Analyze the stock performance through fundamental and technical analysis	<b>K3, K4</b>
<b>CO4</b>	Examine and Summarize the various Portfolio Theories.	<b>K4, K5</b>
<b>CO5</b>	Interpret and Evaluate the portfolio performance	<b>K5, K6</b>

<b>COURSE CODE : 23PCO1DSE1B</b>		
<b>COURSE TITLE : OPERATIONS RESEARCH</b>		
<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to	<b>Cognitive Level</b>
<b>CO1</b>	Recall and Identify the knowledge of OR fundamentals	<b>K1, K2</b>
<b>CO2</b>	Indicate and Demonstrate the models for problem solving	<b>K2, K4</b>
<b>CO3</b>	Apply and Analyze the sequencing and game theory	<b>K3, K4</b>
<b>CO4</b>	Appraise and Develop network analysis to enhance effectiveness	<b>K4, K5</b>
<b>CO5</b>	Formulate and Evaluate the models for decision making	<b>K5, K6</b>

**CRITERION I****POs and COs**

<b>COURSE CODE : 23PCO1DSE1C</b>		
<b>COURSE TITLE : LABOUR LAWS</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Recall and Discuss the basic labour legislations pertaining to Trade Unions	<b>K1, K2</b>
<b>CO2</b>	Explain and Apply the various provisions of the Factory's Act and Equal Remuneration Act	<b>K2, K4</b>
<b>CO3</b>	Identify and Assess provisions relating to the workmen's compensations and state insurance	<b>K3, K6</b>
<b>CO4</b>	Examine and Assemble the provisions relating to payment of wages and minimum wages.	<b>K4, K5</b>
<b>CO5</b>	Summarize and Discuss the provisions of provident fund, gratuity and bonus schemes.	<b>K5, K6</b>

<b>COURSE CODE : 22PCO2CC5</b>		
<b>COURSE TITLE : COST AND MANAGEMENT ACCOUNTING</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Relate, develop and apply the techniques of Management Accounting in the financial decision making	<b>K1,K3,K5</b>
<b>CO2</b>	Recall, classify and adapt cost accounting approaches to solve practical problems	<b>K1, K2, K6</b>
<b>CO3</b>	Apply and assess different types of activity-based management tools through the preparation of estimates	<b>K3, K5</b>
<b>CO4</b>	Make use of management reports for planning and monitoring purpose and recommend the level at which costs need to be captured.	<b>K3, K5</b>
<b>CO5</b>	Analyze to improve the operations of organization through the application of cost and Management accounting methods	<b>K4, K6</b>

<b>COURSE CODE : 22PCO2CC6</b>		
<b>COURSE TITLE : BUSINESS ANALYTICS</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Understand the advanced analytical tools to analyse complex problems under uncertainty	<b>K2</b>
<b>CO2</b>	Compare business processes using analytical and management tools	<b>K3</b>
<b>CO3</b>	Apply appropriate analytical methods to find solutions to business problems using SAS, Excel and SPSS	<b>K3</b>
<b>CO4</b>	Identify and describe complex business problems in terms of analytical models	<b>K3, K4</b>
<b>CO5</b>	Extract and manipulate data sets from various sources to meet organizational needs	<b>K5</b>



**CRITERION I****POs and COs**

<b>COURSE CODE : 23PCO2CC7</b>		
<b>COURSE TITLE : ECONOMIC AND ENVIRONMENT LAW</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Choose and relate the provisions, policies related to prevention of money exchange.	<b>K1, K2</b>
<b>CO2</b>	Select the concepts, provisions and to discuss the various policies relating to act.	<b>K3</b>
<b>CO3</b>	Choose and analyze the legal aspects of various acts and the disputes Redressal agencies, penalties and adjudication.	<b>K3, K4</b>
<b>CO4</b>	Compare and assess the latest amendments in various act, contraventions and penalties.	<b>K4, K5</b>
<b>CO5</b>	Explain the concepts of laws in detail and to relate where and how it is applied in recent days.	<b>K5</b>

<b>COURSE CODE : 23PCO2DSE2A</b>		
<b>COURSE TITLE: LOGISTICS AND SUPPLY CHAIN MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Recall and explain the basic concepts, role of Logistics and supply chain management in business.	<b>K1, K2</b>
<b>CO2</b>	Infer and identify how supply chain drivers play an important role in redefining value chain excellence of Firms	<b>K2, K3</b>
<b>CO3</b>	Apply and analyze the tools and techniques useful in implementing Logistics and supply chain management	<b>K3, K4</b>
<b>CO4</b>	Make use of logistics and supply chain strategies to create value generation and assess IT applications	<b>K3, K5</b>
<b>CO5</b>	Categorize and appraise the various supply chain strategies.	<b>K4, K5</b>

<b>COURSE CODE : 23PCO2CCC1B</b>		
<b>COURSE TITLE : ORGANIZATIONALBEHAVIOUR</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Recall and explain the concept of organizational behavior to understand the behaviour of people in the organization.	<b>K1,K2</b>
<b>CO2</b>	Infer and develop the Attitude, change of attitude and aspects of personality.	<b>K2,K3</b>
<b>CO3</b>	Categorize the complexities associated with management of the group behavior in the organization.	<b>K4</b>
<b>CO4</b>	Explain how the organizational behavior can integrate in understanding the motivation behind behaviour of people in the organization.	<b>K4</b>
<b>CO5</b>	Assess the Group behavioral influence in the organization.	<b>K5</b>

**CRITERION I****POs and COs**

<b>COURSE CODE : 22PCO2CCC1C</b>		
<b>COURSE TITLE : BRAND MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Identify and Explain the Brand Management, Brand Identity, Brand Image, Brand Personality, Brand Equity and Brand Positioning.	<b>K1, K2, K4</b>
<b>CO2</b>	Analyze the concepts of Brand Management and to discuss the Customer's Perception of Brand Identity.	<b>K2, K4</b>
<b>CO3</b>	Discuss and summarize the Equity, Ethical Brand Positioning of Management.	<b>K2, K3, K6</b>
<b>CO4</b>	Relate and compare with the Case Studies of Brand Management.	<b>K1, K4</b>
<b>CO5</b>	Predict the concepts of Brand Management and new tool for Distinctive Positioning.	<b>K1, K2, K3, K5, K6</b>

<b>COURSE CODE : 23PCO2DSE2A</b>		
<b>COURSE TITLE : BUSINESS ETHICS, CORPORATE SOCIAL RESPONSIBILITY AND GOVERNANCE</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Define and outline the concepts of business ethics, corporate social responsibilities and governance.	<b>K1, K2</b>
<b>CO2</b>	Apply the ethical aspect of social responsibility and analyze its implications in various functional areas of business management.	<b>K3, K4</b>
<b>CO3</b>	Examine the legal provisions of the ethical policies of corporate social responsibility and governance.	<b>K4</b>
<b>CO4</b>	Evaluate the ethical practices in corporate social responsibility and governance.	<b>K5</b>
<b>CO5</b>	Discuss the issues and challenges in the field of business ethics, social responsibilities and governance in the current scenario.	<b>K6</b>

<b>COURSE CODE : 22PCO2DSE2B</b>		
<b>COURSE TITLE : RETAIL MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Define and interpret the Growth and Development of Retail Sector	<b>K1, K2</b>
<b>CO2</b>	Outline and Apply Retailed set up Operation Management and Retail Format with Diverse Mix	<b>K2, K3</b>
<b>CO3</b>	Identify and examine the Effectiveness of Retail Shop Management	<b>K3, K4</b>
<b>CO4</b>	Evaluate and create the Technology Upgrade in Retail Environment	<b>K5, K6</b>
<b>CO5</b>	Examine and evaluate the procurement of retail merchandising	<b>K4, K6</b>

**CRITERION I****POs and COs**

<b>COURSE CODE : 22PCO2DSE2C</b>		
<b>COURSE TITLE : BUSINESS INFORMATION SYSTEM</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Define and explain the flow of information through business processes.	<b>K1,K4</b>
<b>CO2</b>	Explain the formulate plans for the retrieval and analysis of supporting data	<b>K2, K4</b>
<b>CO3</b>	Apply and develop the networking concepts and technologies to support business needs	<b>K3, K5</b>
<b>CO4</b>	Identify standard project management tools and approaches.	<b>K4</b>
<b>CO5</b>	Develop and classify the computer programs to support or automated business processes	<b>K2, K5</b>

<b>COURSE CODE : 22PCO3CC8</b>		
<b>COURSE TITLE : ADVANCED CORPORATE ACCOUNTING</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Explain and Make use of various methods in valuation of shares and goodwill.	<b>K2,K3</b>
<b>CO2</b>	Apply AS 14 for the accounting treatment of amalgamation and absorption.	<b>K3</b>
<b>CO3</b>	Compare and Estimate the different methods in alternation of share capital.	<b>K4, K5</b>
<b>CO4</b>	Analyze and Determine to prepare Consolidated Financial Statements of Holding Companies in accordance with AS 21.	<b>K4, K5</b>
<b>CO5</b>	Assess and Examine the Financial Reporting based on appropriate Accounting Standards and provisions of Companies Act 2013	<b>K5, K6</b>

<b>COURSE CODE : 22PCO3CC9</b>		
<b>COURSE TITLE : INTERNATIONAL TRADE FINANCE</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Explain the theory and current developments in International Trade	<b>K1, K2</b>
<b>CO2</b>	Identify the various Financial Institutions support to the International Trade	<b>K2, K3</b>
<b>CO3</b>	Analyze the factors influencing Exchange Rates	<b>K2, K4</b>
<b>CO4</b>	Assess the importance of documentation in International Trade	<b>K4, K6</b>
<b>CO5</b>	Discuss about various Export Promotion Schemes.	<b>K5, K6</b>

**CRITERION I****POs and COs**

<b>COURSE CODE : 22PCO3CC1P</b>		
<b>COURSE TITLE : DATA ANALYTICS USING EXCEL (P)</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Summarize the features available in spreadsheets and gain knowledge about basic as well as advanced searching functions	<b>K1, K2, K3</b>
<b>CO2</b>	Understand the various types of text functions and get an idea about how to apply these text functions in real world scenarios	<b>K3</b>
<b>CO3</b>	Utilize knowledge about financial functions and be able to make use of these functions to solve financial problems.	<b>K3, K4</b>
<b>CO4</b>	Analyze the applications of various data and time functions of spread sheet.	<b>K4</b>
<b>CO5</b>	Evaluate various slice and dice methods of spread sheets to develop better decision making.	<b>K5, K6</b>

<b>COURSE CODE : 22PGCS3CCC2A</b>		
<b>COURSE TITLE : CYBER SECURITY</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Understand the cyber security threat landscape	<b>K1, K2</b>
<b>CO2</b>	Develop a deeper understanding and familiarity with various types, cyber-crimes, vulnerabilities, and remedies thereto.	<b>K2, K3</b>
<b>CO3</b>	Analyse and evaluate existing legal framework sand laws on cyber security.	<b>K4, k5</b>
<b>CO4</b>	Analyse and evaluate the digital payment system security and remedial measures.	<b>K4, K5</b>
<b>CO5</b>	Analyse and evaluate the cyber security risks, plan suitable security controls	<b>K4, K5</b>

<b>COURSE CODE : 22PCO3CCC2B</b>		
<b>COURSE TITLE : PROJECT MANAGEMENT</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Recall and classify the various approaches to plan a new project and develop project schedule.	<b>K1, K2</b>
<b>CO2</b>	Explain and identify the selection of most desirable projects	<b>K2, K3</b>
<b>CO3</b>	Apply and evaluate the use of appropriate network scheduling techniques.	<b>K3, K5</b>
<b>CO4</b>	Analyze the importance legal Aspects of Business Communication and Determine the Negotiation Skills in preparing a letter.	<b>K4, K5</b>
<b>CO5</b>	Assess to implementation of a proposed plan and formulate the project proposal.	<b>K5, K6</b>

**CRITERION I****POs and COs**

<b>COURSE CODE : 22PCO3CCC2C</b>		
<b>COURSE TITLE : MANAGERIAL COMMUNICATION</b>		
<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to	<b>Cognitive Level</b>
<b>CO1</b>	Recall and Classify the various types of communications	<b>K1, K2</b>
<b>CO2</b>	Explain and Identify the forms of communication skills in business process	<b>K2, K3</b>
<b>CO3</b>	Apply and Evaluate the different forms of barriers in communication	<b>K3, K5</b>
<b>CO4</b>	Analyze the importance legal Aspects of Business Communication and Determine the Negotiation Skills in preparing a letters..	<b>K4, K5</b>
<b>CO5</b>	Assess to gain knowledge on report writing in practical conduct and Formulate the principles and techniques in business communication.	<b>K5, K6</b>

<b>COURSE CODE : 22PCO3DSE3A</b>		
<b>COURSE TITLE : COMMERCE FOR COMPETITIVE EXAMINATIONS</b>		
<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to	<b>Cognitive Level</b>
<b>CO1</b>	Recall and Explain the concepts of Business Management, Environment and International Business	<b>K1, K2</b>
<b>CO2</b>	Summarize and Identify the various statistical methods and discuss latest development in banking and ICT	<b>K2, K3</b>
<b>CO3</b>	Develop and Evaluate the problems in Income Tax, Cost and Management Accounting	<b>K3, K5</b>
<b>CO4</b>	Examine and Construct the communication skills and evaluate the reasoning ability	<b>K4, K5</b>
<b>CO5</b>	Assess and Formulate the role of regulatory bodies in corporate and finance sectors.	<b>K5, K6</b>

<b>COURSE CODE : 22PCO3DSE3B</b>		
<b>COURSE TITLE : ADVERTISMENT AND SALES PROMOTION</b>		
<b>CO Number</b>	<b>CO Statement</b> On the successful completion of the course, students will be able to	<b>Cognitive Level</b>
<b>CO1</b>	Recall and explain the importance of Advertisement and sales promotion techniques in Modern Marketing era	<b>K1, K2</b>
<b>CO2</b>	Summarize and Identify the Advertising Process and Strategy	<b>K2, K3</b>
<b>CO3</b>	Develop and Classify the Selection criteria of Advertisement Media	<b>K3, K4</b>
<b>CO4</b>	Examine and construct the required Skills for a Good Salesmanship	<b>K4, K5</b>
<b>CO5</b>	Assess and formulate the process of advertisement and sales promotion campaign.	<b>K5, K6</b>



**CRITERION I****POs and COs**

<b>COURSE CODE : 22PCO3DSE3C</b>		
<b>COURSE TITLE : HUMAN RESOURCE ANALYTICS</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Recall and explain the concept of human resource analytics	<b>K1, K2</b>
<b>CO2</b>	Summarize and identify the HR tools and techniques in decision making	<b>K2, K3</b>
<b>CO3</b>	Develop and classify the data transform leading to HR reporting	<b>K3, K4</b>
<b>CO4</b>	Examine and construct various types of HR metrics and their relative merits	<b>K4, K5</b>
<b>CO5</b>	Assess and formulate to build the models for predictive analysis	<b>K5, K6</b>

<b>COURSE CODE : 22PCO3GEC1</b>		
<b>COURSE TITLE : ENTREPRENEURSHIP AND NEW VENTURE CREATION</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Identify various Governmental and Non – Governmental support schemes offered to the entrepreneurs.	<b>K1, K2</b>
<b>CO2</b>	Distinguish the types of entrepreneurships and the modes of Business Networking.	<b>K2, K3,</b>
<b>CO3</b>	Assess the commercial viability of new technologies and business opportunities	<b>K3, K4</b>
<b>CO4</b>	Create business plans that Articulate and apply the Entrepreneurial Competencies.	<b>K4, K5</b>
<b>CO5</b>	Evaluate the sources of finance support and new venture for MSMEs.	<b>K5, K6</b>

<b>COURSE CODE : 22PCO4CC10</b>		
<b>COURSE TITLE : BUSINESS TAXATION</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Recall and infer the basic concepts, definitions and terms related to Income Tax and GST.	<b>K1, K2</b>
<b>CO2</b>	Identify and categorize the income under various heads namely income from salaries, house property, business/ profession, capital gains and income from other sources.	<b>K3, K4</b>
<b>CO3</b>	Analyze and evaluate the working knowledge on the computation of total income and tax payable by an individual.	<b>K4, K5</b>
<b>CO4</b>	Appraise the procedure for assessment of income tax and discuss the implications of GST.	<b>K5, K6</b>
<b>CO5</b>	Formulate the e-filing system and its process.	<b>K6</b>

**CRITERION I****POs and COs**

<b>COURSE CODE : 22PCO4CC11</b>		
<b>COURSE TITLE : RESEARCH METHODOLOGY</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Recall and explain the basic concepts in research methodology and combine them in research.	<b>K1, K2</b>
<b>CO2</b>	Outline and identify the complex issues inherent in selecting a research problem, selecting an appropriate research design, and implementing a research project.	<b>K2, K3</b>
<b>CO3</b>	Apply and analyse the concepts and procedures of sampling, data collection, analysis and reporting.	<b>K3, K4</b>
<b>CO4</b>	Determine the range of quantitative and qualitative research techniques to business and management problems and issues.	<b>K5</b>
<b>CO5</b>	Assess the overall process of designing a research study from its inception to its report.	<b>K5</b>

<b>COURSE CODE : 22PCO4CCC3A</b>		
<b>COURSE TITLE : ENTERPRISE RESOURCE PLANNING</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Recall and explain the need of business system and processes through strategic analysis of ERP system.	<b>K1, K2</b>
<b>CO2</b>	Classify and apply the concept of ERP implementation system.	<b>K2, K3</b>
<b>CO3</b>	Identify and analyze the various technical aspects of ERP and its Modules.	<b>K3, K4</b>
<b>CO4</b>	Categorize and explain the steps and activities in the ERP life cycle.	<b>K4, K5</b>
<b>CO5</b>	Assess the theoretical approach on strategies to be resumed for a successful ERP process.	<b>K5</b>

<b>COURSE CODE : 22PCO4CCC3B</b>		
<b>COURSE TITLE : MANAGERIAL BEHAVIOUR ANDEFFECTIVENESS</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Recall and classify the managerial dimensions for effective job behavior.	<b>K1, K2</b>
<b>CO2</b>	Identify the managerial styles in terms of concern for production and people.	<b>K3</b>
<b>CO3</b>	Construct and analyze the different systems of management and relate these systems to organizational characteristics.	<b>K3, K4</b>
<b>CO4</b>	Categorize the managerial skills to enhance the competitive spirit through creativity and innovation.	<b>K4</b>
<b>CO5</b>	Determine the essential skills needed for each individual, in reaching the winning edge.	<b>K5</b>

**CRITERION I****POs and COs**

<b>COURSE CODE : 22PCO4CCC3C</b>		
<b>COURSE TITLE : CORPORATE TAX PLANNING</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course- students will be able to	
<b>CO1</b>	Explain how to claim relief in case of double taxation of income.	<b>K2</b>
<b>CO2</b>	Apply strategies for tax planning in respect of a new business- understands the specific tax issues for start-ups- and comprehend the Income Tax provisions relevant for financial management decisions.	<b>K3</b>
<b>CO3</b>	Construct and Examine the implications of Tax concessions and incentives in setting up of new Business unit.	<b>K3, K4</b>
<b>CO4</b>	Analyse the various tax planning concepts and procedure of assessment of corporate assesses.	<b>K4</b>
<b>CO5</b>	Determine the tax planning with reference to business restructuring.	<b>K5</b>

<b>COURSE CODE : 22PCO4GEC2</b>		
<b>COURSE TITLE : FINANCIAL MATHEMATICS</b>		
<b>CO Number</b>	<b>CO Statement</b>	<b>Cognitive Level</b>
	On the successful completion of the course, students will be able to	
<b>CO1</b>	Recall and summarize the mathematical properties and relations between economic activities and financial and banking sectors.	<b>K1, K2</b>
<b>CO2</b>	Apply different types of interest.	<b>K3</b>
<b>CO3</b>	Examine the financial application used for business decision.	<b>K4</b>
<b>CO4</b>	Categorize and assess the principles underlying the securities that are available in the financial markets.	<b>K4, K5</b>
<b>CO5</b>	Explain the value of securities and risk.	<b>K5</b>

**Signature Not Verified**

Digitally Signed  
 Signed by: Sujatha.V  
 Designation: Principal  
 Reason: NAAC  
 Location: Tiruchirappalli, Tamil Nadu, India  
 Date: 30-Sep-2024 10:56:23

