

MAHENDRA ARTS & SCIENCE COLLEGE

(Autonomous)

Affiliated to Periyar University, Salem.

**Accredited by NAAC with 'A' Grade & Recognized u/s 2(f) and 12(B) of the UGC Act 1956
Kalippatti – 637 501, Namakkal (Dt), Tamil Nadu.**



PG & RESEARCH DEPARTMENT OF COMMERCE

COURSE OUTCOMES (COs)

MASTER OF COMMERCE

PRINCIPAL

**MAHENDRA ARTS & SCIENCE COLLEGE
(Autonomous)**

Kalippatti (PO) - 637 501, Namakkal (DT)

**For the students
admitted from the
Academic Year 2019-2020 onwards**

SEMESTER I

Core Course - I	M.COM.	2019 - 2020
Code: M19PCM01	ADVANCED MARKETING MANAGEMENT	
Credit: 4		

Objectives

- i. To provides knowledge on the concepts of advanced marketing
- ii. To educate and understand the pricing strategies in marketing.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Identify the marketing concepts, kinds and functions	K1
CO2	Understand the PLC and stages of new product development	K2
CO3	Analyze factors of affecting marketing segmentation	K4
CO4	Develop the pricing strategies	K3
CO5	Apply the concepts of distribution channels of marketing and green marketing.	K3

SEMESTER I

Core Course - II	M.COM.	2019 - 2020
Code:M19PCM02	ADVANCED MANAGEMENT ACCOUNTING	
Credit: 5		

Objectives

- i. To makes students to understand the concept of management accounting
- ii. To enable to get the knowledge about funds flow, cash flow and Marginal Costing.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Indicate the objectives, scope and functions of management accounting	K1
CO2	Understand the liquidity position of the company	K2
CO3	Analyze and discover the financial position of the company	K4
CO4	Develop the model of budgets and demonstrate budget control techniques	K3
CO5	Apply the concepts to solve a break-even analysis and profit maximization	K3

SEMESTER I

Core Course – III	M.COM.	2019 - 2020
Code:M19PCM03	INTERNATIONAL BUSINESS	
Credit: 4		

Objectives

- i. To build the post graduate students to comprehend the international business and modes of entry
- ii. To enable the students to get the familiarity about FDI, MNC's and WTO

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Identify the reasons and factors affecting international business.	K1
CO2	Understand the concept of multinational corporations	K2
CO3	Analyze and discover the workings of ASEAN, SAARC and SAPTA	K4
CO4	Develop the importance of FDI's	K3
CO5	Indicate the nature, advantages and working of WTO	K1

SEMESTER I

Core Course - IV	M.COM.	2019 - 2020
Code: M19PCM04	ADVANCED BUSINESS STATISTICS	
Credit: 4		

Objectives

- i. To facilitates statistical techniques for interpreting and drawing conclusion for business problems
- ii. To make students understand about sampling techniques, F-Test and Variance of Analysis

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Indicate the correlation techniques and its types	K1
CO2	Find the concepts of probability and its kinds	K2
CO3	Applying various tools of sampling	K3
CO4	Analyzing the different chi square test	K4
CO5	Understand the methods of analysis of variance	K2

SEMESTER I

Elective Course – I Paper – I	M.COM.	2019 - 2020
Code: M19PCM04	RETAIL MANAGEMENT	
Credit: 4		

Objectives

- i. To provides the learner a good understanding of retail growth in India.
- ii. To help the post graduates to explore knowledge in Merchandise pricing, Retail loss prevention and Retail relationship.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Identify the various characteristics and functions of retailing	K1
CO2	Understand the concepts of stores location and factors influencing stores	K2
CO3	Apply the term merchandise pricing strategies	K3
CO4	Analyzing the different losses in retailing	K4
CO5	Indicate the kinds of retails	K1

SEMESTER I

Elective Course – I Paper – II	M.COM.	2019 - 2020
Code: M19PCME02	SERVICES MARKETING	
Credit: 4		

Objectives

- i. To create awareness among the students about the ever growing importance of the service sectors and the unique challenges faced by managers in marketing the services
- ii. To impart knowledge to the students in understanding the marketing mix for various services and the importance of CRM in service sector.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Indicate the concepts of service marketing	K1
CO2	Understand marketing mix strategy to be adopted in marketing the services	K2
CO3	Develop the marketing strategies for insurance sector	K3
CO4	Analysis the significances of Tourism marketing	K4
CO5	Point out the importance of CRM in service marketing	K2

SEMESTER I

Elective Course – I Paper – III	M.COM.	2019 - 2020
Code: M19PCME03	CREATIVE ADVERTISEMENT	
Credit: 4		

Objective

- i. To acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising programme.
- ii. To enable the students to understand the concept of ethical in advertising.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Identify the characters, nature and objectives of advertising	K1
CO2	Understand the functions of advertising	K2
CO3	Develop the kinds of advertising	K3
CO4	Analysis the criticism of advertising	K4
CO5	Find the social and ethical aspect of advertising	K2

SEMESTER I

Co Elective Course – I Paper - IV	M.COM.	2019 - 2020
Code: M19PCME04	CONSUMER BEHAVIOUR	
Credit: 4		

Objective

- i. To integrate the knowledge and skill to uphold an environment of learning and creativity in the field of marketing to manage marketing business
- ii. To equip them to contribute for the emerging challenges of marketing in the upcoming technological, sustainable global economic scenario.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Identify the shuffling of consumer behaviour in market.	K1
CO2	Understand the concepts of reason for segmentation and product positioning.	K2
CO3	Analyze and discover the cues to achieve more in the market	K4
CO4	Develop the skill of expression to the outsiders	K3
CO5	Apply the concepts to buyer attitudes	K3

SEMESTER II

Core Course -V	M.COM.	2019 - 2020
Code:M19PCM05	ADVANCED COST ACCOUNTING	
Credit: 4		

Objectives

- i. To provides an in depth study of the Cost Accounting Principles and Techniques for Identification, analysis and classification of cost components.
- ii. To enable the students to get the knowledge about unit costing and process costing

Course Outcomes

On the successful completion of the course, students will be able to

CO	CO Statement	Knowledge Level
CO1.	Remembering the conceptual framework of Cost Accounting and cost sheet.	K1
CO2.	Understanding the concept of cost accounting in the business management of manufacturing and non-manufacturing companies	K2
CO3.	Analyze and discover the knowledge on cost ascertainment with reference of labour cost.	K4
CO4.	Develop the areas of application of costing techniques and overheads.	K3
CO5.	Apply the concepts to get the knowledge about unit costing and process costing.	K3

SEMESTER II

Core Course -VI	M.COM.	2019 - 2020
Code: M19PCM06	HUMAN RESOURCE MANAGEMENT	
Credit: 4		

Objectives

i. To impart knowledge on the concepts and principles of HRM followed in different types of organization.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
C01.	Indicate the conceptual framework of HRM	K1 & K2
C02.	Realizing the concept of man power planning, job analysis and job evaluation methods	K2
C03.	Analyze and discover the training methods and management development programmes	K4
C04.	Develop the concept of performance appraisal system	K3
C05.	Apply the concepts of Quality of work life and grievances.	K3

SEMESTER II

Core Course – VII	M.COM.	2019 - 2020
Code: M19PCM07	BUSINESS ENVIRONMENT	
Credit: 4		

Objectives

i. To provides knowledge of the policies and legal provisions of the Government with respect to the business environment in India

ii. To educate the students with the impact of environmental changes in business.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Remembering the components of micro and macro environment.	K1
CO2	Understand the concepts of Economic Environment and political environment	K2
CO3	Analyze and discover the impact of technology on globalization.	K4
CO4	Determine the importance of business ethics and demographic environment	K3
CO5	Apply the concepts to solve a obstacles to social audit	K3

SEMESTER - II

Core Course – VII	M.COM.	2019 - 2020
Code: M19PCM08	LOGISTICS MANAGEMENT	
Credit: 4		

Objectives

- i. To provides an analytical framework for understanding the logistics model and supply chain techniques in an international perspective.
- ii. To enable the students to get the importance of inventory management.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Remembering the concept of logistics system	K1
CO2	State the modes of transportation	K2
CO3	Analysis the characteristics of shipping	K4
CO4	Develop the significances of air transport	K3
CO5	Apply the importance of inventory management	K3

SEMESTER II

Elective Course – II Paper - I	M.COM.	2019 – 2020
Code: M19PCME05	CUSTOMER RELATIONSHIP MANAGEMENT	
Credit: 4		

Objectives

- i. To understand the concepts and principles of CRM and appreciate the role and changing face of CRM as an IT enabled function
- ii. To enables the post graduates for managing Customer Relationship.

Course Outcomes

On the successful completion of the course, students will be able to understand

CO	CO Statement	Knowledge Level
CO1	Remembering the concept of Customer Relationship and success factors	K1
CO2	Understand the CRM marketing and customer service	K2
CO3	Develop the concept of sales force automation and supply chain management	K3
CO4	Analysis the concept of managing customer data	K4
CO5	Identify the CRM tools, Manage customer strategies.	K1

SEMESTER II

Elective Course – II Paper – II	M.COM.	2019 – 2020
Code: M19PCME06	ORGANIZATIONAL BEHAVIOR	
Credit: 4		

Objectives

- i. To identify about the basic characteristics of organizations, the theories of personality
- ii. To know about various theories of motivation.

Course Outcomes

On the successful completion of the course, students will be able to understand

CO	Statement	Knowledge Level
CO1	Indicating the importance of organizational behavior.	K1, K3
CO2	Understanding the determinants of personality measurements.	K2
CO3	Applying the tools and techniques of motivation.	K3
CO4	Finding the factors that affecting the group behavior.	K2, K3
CO5	State the concepts of interpersonal behavior.	K2

SEMESTER II

Elective Course – II Paper – III	M.COM.	2019 – 2020
Code: M19PCME07	INDUSTRIAL RELATIONS	
Credit: 4		

Objectives

- i. To enable the students to understand the nature of relations existing between the labor and management
- ii. To acquire knowledge about the measures undertaken to create cordiality.

Course Outcomes

On the successful completion of the course, students will be able to understand

CO	Statement	Knowledge Level
CO1	Indicate the importance of labor relations	K1, K3
CO2	Understand the role of trade unionism	K2
CO3	State the impact of industrial conflict and disputes.	K3
CO4	Understand the role of worker participation in management.	K2, K3
CO5	Find the impact on technology towards industrial relations.	K2, K3

SEMESTER II

Elective Course – II Paper – IV	M.COM.	2019 – 2020
Code: M19PCME08	TRAINING AND DEVELOPMENT	
Credit: 4		

Objectives

- i. To enables the post graduate students to understand the nature and need of training and development
- ii. To provides knowledge about the methods of training.

Course Outcomes

On the successful completion of the course, students will be able to understand

CO	Statement	Knowledge Level
CO1	Identify the importance of training and development.	K1, K3
CO2	Understand the role of development officers.	K2
CO3	Apply the methods and their impact of training.	K3
CO4	Analysis the need for development	K4
CO5	Find the difference between training and development.	K2,K3

SEMESTER II

Enhancement Compulsory Course	M.COM.	2019 - 2020
Code: M19PHR01	HUMAN RIGHTS	
Credit: 2		

Objectives

- i. To enable the post graduate students to impart the basic idea about human rights at post graduate level
- ii. To know the different aspects of human rights this includes women and children and students can be able to understand the rights and duties of human in the society.

Course Outcomes

On the successful completion of the course, students will be able to understand

CO	Statement	Knowledge Level
C01	Identify the human rights need and human rights India.	K1
C02	Understand the Classification of human rights	K2
C03	Apply the rights of women and children	K3
C04	Analysis the multidimensional human rights	K4
C05	Indicate the Grievance and Redressal Mechanism	K1

SEMESTER III

Core Course -IX	M.COM.	2019 - 2020
Code: M19PCM09	DIRECT TAXES MANAGEMENT	
Credit: 5		

Objectives

- i. To provides the basics of direct tax laws and its method of practices and studies the computation of income of persons under different heads of income.
- ii. To understand the various types of income tax authorities and different kinds of assessments.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Identify the basic concepts of income tax, residential status and exempted income.	K1
CO2	Understand the computational procedure of salary and house property incomes.	K2
CO3	Analyze and discover the profits and gains from business, capital gains and other sources.	K4
CO4	Develop the procedure for set off and carry forward of losses and procedure to calculate income tax for individual	K3
CO5	Understand the various types of income tax authorities and different kinds of assessments	K1

SEMESTER III

Core Course -X	M.COM.	2019 - 2020
Code: M19PCM10	INVESTMENT MANAGEMENT	
Credit: 4		

Objectives

- i. To provides an exposure to its post graduate students on the various concepts of investment management
- ii. To facilitate an in-depth of various techniques of portfolio management

Course Outcomes

On the successful completion of the course, students will be able to

CO	CO Statement	Knowledge Level
C01.	Remembering the conceptual framework investment management	K1
C02.	Understand the concept of primary market and secondary markets	K2
C03.	Analyze and discover the functions of OCTEI and National stock Exchange	K4
C04.	Develop the areas of application of financial markets	K3
C05.	Apply the concepts to get the knowledge about portfolio management	K3

SEMESTER III

Core Course -XI	M.COM.	2019 - 2020
Code: M19PCM11	EXPORT AND IMPORT MANAGEMENT	
Credit: 4		

Objectives

- i. To provides the concept and importance of export marketing
- ii. To enables the students to determine the role played by IMF, World Bank, WTO, export promotion in facilitating international business & trade.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Indicating the concepts of international business	K1
CO2	State the effects of cultural, political legal & economic forces in international business decisions	K2
CO3	Identify MNC's & globalization as key organizational forms of international business.	K1
CO4	Examine the preliminary steps in export procedure and documentation	K4
CO5	Determine the role played by IMF, World Bank, WTO, export promotion in facilitating international business & trade.	K3

SEMESTER III

Core Course - XII	M.COM.	2019 - 2020
Code: M19PCM12	RESEARCH METHODOLOGY	
Credit: 4		

Objectives

- i. To provides the students about the Collection of Data Primary and Secondary Data, Tools of collection of Data
- ii. To facilitate the students enable to get the knowledge about Analysis and Interpretation of Data.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Remembering the various kinds of research and components of research design	K1
CO2	Understand the concepts of sampling techniques.	K2
CO3	Applying various tools for collection of primary data	K3
CO4	Analyzing the different methods of testing of hypothesis.	K4
CO5	Understand the kinds of report writing	K2

SEMESTER III

Elective Course- III Paper - I	M.COM.	2019 - 2020
Code: M19PCME09	SECURITY ANALYSIS AND	PORTFOLIO
Credit: 4	MANAGEMENT	

Objectives

- i. To enable the post graduate students to understand the Capital market instruments and its operations in the Capital market.
- ii. To provide the students to understand the portfolio revision plans

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Indicate the concepts of advantages and features of investment	K1
CO2	Understanding the effects of SEBI and Listing	K2
CO3	Determine the capital market instruments	K3
CO4	Examine the fundamental analysis and technical analysis	K4
CO5	Discussing the portfolio revision plans	K3

SEMESTER III

Elective Course – III Paper :II	M.COM.	2019 - 2020
Code: M19PCME10	FINANCIAL INSTITUTIONS AND MARKETS	
Credit: 4		

Objective:

- i. To enlightening the students to financial system nature and regulations.
- ii. To indicates the concept of non banking financial institutions.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Identify the financial system nature and regulations.	K1
CO2	Understand the money market instruments	K2
CO3	Analyze the significances of capital markets	K4
CO4	Develop the insurance sector regulations	K3
CO5	Indicate the concept of non banking financial institutions	K3

SEMESTER III

Elective Course – III Paper :III	M.COM.	2019 - 2020
Code: M19PCME11	FINANCIAL SERVICES MARKETING	
Credit: 4		

Objectives:

- i. To provides the students about the emerging financial services.
- ii. To identify the concept of Financial Intermediaries and their services.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Remembering the role and overview of capital markets instruments and their functions	K1
CO2	Understand the functions of SEBI	K2
CO3	Analysis the organization of SEBI	K4
CO4	Apply the concept of Financial Intermediaries and their services	K3
CO5	Indentify the offshore financial instruments	K3

SEMESTER III

Elective Course – III Paper :IV	M.COM.	2019 - 2020
Code: M19PCME12	MERCHANT BANKING AND FINANCIAL SERVICES	
Credit: 4		

Objectives

- i. To examines the Financial Services management as an important and contemporary area of financial management, the various financial services and their future
- ii. To determines the most suitable financial service, given the situations and contingencies

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Indicate the concept of financial service industries	K1
CO2	Understand the merchant banking and its functions	K2
CO3	Analysis the procedure for factoring services	K4
CO4	Develop the mutual funds origins and functions	K3
CO5	Identify the other financial services	K1

SEMESTER -IV

Core Course - XIII	M.COM.	2019 - 2020
Code: M19PCM13	FINANCIAL MANAGEMENT	
Credit: 4		

Objectives

- i. To make students understand the financial management objectives, functions and source of finance
- ii. To enable to get the knowledge about leverage, dividend policy and working capital.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Remembering the objectives and functions of financial management	K1
CO2	Stating the cost of capital and its types	K2
CO3	Analysis the computation of leverage	K4
CO4	Develop the capital structure theories	K3
CO5	Apply the procedure for calculation of working capital	K3

SEMESTER -IV

Core Course - XIV	M.COM.	2019 - 2020
Code: M19PCM14	INDIRECT TAX LAWS	
Credit: 4		

Objectives

- i. To provides an in depth knowledge of the various provisions of indirect taxation.
- ii. To know the various types of indirect taxes like, excise duty, customs duty, production linked tax, and Value Added Tax and to identify situations where input tax credit is available

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Indicate the basic principles underlying the Indirect Taxation Statutes	K1
CO2	State the procedural aspects under different applicable statutes related to indirect taxation	K2
CO3	Examine the concepts used in indirect tax, assessment, powers, duties, offences, penalties etc.	K2,K3
CO4	Apply the registration procedure of GST	K4
CO5	Identify the importance of customs laws	K1

SEMESTER -IV

Core Course - XV	M.COM.	2019 - 2020
Code: M19PCM15	E-COMMERCE AND INFORMATION TECHNOLOGY	
Credit: 4		

Objective

- i. To enrich the students knowledge in the effect of changing technology on traditional business models and strategy
- ii. To impart knowledge about E-Commerce basic concepts, working models payment mechanisms and security issues in the Internet.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Identify objectives and types of e-commerce	K1
CO2	Understand the concept of EDI	K2
CO3	Analysis the various kinds of internet	K4
CO4	Develop the different e-payment system	K3
CO5	Apply the concept of computer based information	K3

SEMESTER IV

Elective Course – IV Paper - I	M.COM.	2019 - 2020
Code: M19PCME13	FOREIGN TRADE AND POLICY	
Credit: 4		

Objectives

- i. To understand the policy framework of India which will enhance the conceptual knowledge, ability to apply the fundamental concepts
- ii. To apply the fundamental concepts to complex business realities.

➤ Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Identify and apply the Theories of International Trade	K1
CO2	Understand the Instruments Foreign Trade	K2
CO3	Analyze and discover the policies and promotions.	K4
CO4	Develop the role of SEZ and EPZS ,EOUS.	K3
CO5	Apply the concepts FDIs.	K3

SEMESTER – IV

Elective Course – IV Paper - II	M.COM.	2019 - 2020
Code: M19PCME14	MANAGEMENT OF MULTINATIONAL CORPORATION	
Credit: 4		

Objective

i. To makes students understand the concept of Multinational Corporation, highlight their problems and prospects from the point of view of both host countries and parent countries.

ii. To provides the knowledge about mergers and acquisitions.

➤ Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Identify and apply the basic principles MNC'S	K1
CO2	Understand the way to styles of MNC'S	K2
CO3	Analyze and discover the policies in different countries	K4
CO4	Develop the dimensions and strategies of MNC'S.	K3
CO5	Apply the concepts Mergers and Acquisitions.	K3

SEMESTER - IV

Elective Course – IV Paper - III	M.COM.	2019 - 2020
Code: M19PCME15	INTERNATIONAL BUSINESS LAW	
Credit: 4		

Objective

- i. To provides the students to the legal and regulatory framework and their implications concerning global business operations.
- ii. To enable the students to get concepts of Foreign Business Rules.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Identify and apply the basic principles of international business terms.	K1
CO2	Understand the basic principles of WTO and GATT.	K2
CO3	Analyze and discover the Regulations And Treaties.	K4
CO4	Develop the Business Law And Taxes.	K3
CO5	Apply the concepts Foreign Business Rules.	K3

SEMESTER - IV

Elective Course – IV	M.COM.	2019 - 2020
Paper - IV	INTERNATIONAL MARKETING MANAGEMENT	
Code: M19PCME16		
Credit: 4		

Objective

- i. To makes the students to understand the concept of International marketing management
- ii. To enable to get the knowledge about policies and strategies in international marketing management.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Identify and apply the basic principles of international marketing.	K1
CO2	Understand the way to communicate global marketing.	K2
CO3	Analyze and discover the product planning and policies.	K4
CO4	Develop the research techniques.	K3
CO5	Apply the concepts pricing policies.	K3

SEMESTER II

Extra Disciplinary Course Paper – II	M.COM.	2019 - 2020
Code: M19ECM01	ENTREPRENEURIAL DEVELOPMENT	
Credit: 4		

Objective

- i. To course provides knowledge and skills needed to become an entrepreneur.
- ii. To motivate young people to set up own ventures and contribute to national economic development.

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1.	Remembering the concept, origin and growth of entrepreneurship	K1
CO2.	Understanding the various governmental and non-governmental support offered to the entrepreneurs	K2
CO3.	Apply the process of starting a new venture	K3
CO4.	Prepare a business plan	K3
CO 5	Analysis the models of financial analysis and working capital	K4

SEMESTER II

Extra Disciplinary Course Paper - III	M.COM.	2019 - 2020
Code: M19ECM02	PRACTICAL BANKING	
Credit: 4		

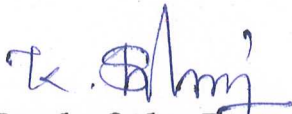
Objective

- i. To provides to the students about understanding of the legal procedures formulated under Banking Regulation Act, Negotiable Instruments Act and other legal issues.
- ii. To provide exposure to the students with the latest developments in the banking field - To acquire specialized knowledge of law and practice relating to Banking

Course Outcomes

On the successful completion of the course, students will be able to

CO	Statement	Knowledge Level
CO1	Identify the classification and functions of commercial banks	K1
CO2	Understand the relationship between banker and customers	K2
CO3	Analyze the types of crossing of cheques.	K4
CO4	Develop the modes of creation of charge	K3
CO5	Apply the concepts of E-banking services	K3



Head of the Department

Dr. K SELVARAJ, M.Com., M.Phil., M.B.A., Ph.D.
HOD - COMMERCE DEPARTMENT
MAHENDRA ARTS & SCIENCE COLLEGE
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NAMAKKAL - 637 501.



Principal

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PG & RESEARCH DEPARTMENT OF COMMERCE

PROGRAMME OUTCOMES (POs) OF M.Com.

Academic year 2020-2021

- PO1:** To Equip Post Graduate students to accept the challenges of business word
- PO2:** To develop independent logical thinking and facilitate personality development.
- PO3:** To train the students for seeking suitable careers in management and entrepreneurship.
- PO4:** To institute learners on the knowledge of Marketing, Research, Human resource, International business and Finance.
- PO5:** To develop among students' communication and analytical skill
- PO6:** To making a positive contribution to commerce, trade and industry in the national and global context.
- PO7:** To apply frameworks and tools to arrive at informed decisions in profession and practice, striking a balance between business and social dimensions.
- PO8:** To endow self-employment will be able to initiate and build upon entrepreneurial ventures or demonstrate intrapreneuership for their employer organizations.
- PO9:** To recognize the need for adapting to change and have the aptitude and ability to engage in independent and life – long learning in the broadest context of socio-economic, technological and global change.

Head of the Department

Dr. K SELVARAJ, M.Com., M.Phil., M.B.A., Ph.D.
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