DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS

Programme: M.Com., with Computer Applications

PO No.	Programme Outcomes Upon completion of the M.Com. Degree Programme, the graduate will be able to
PO-1	emanate with proficiency in the kernel of Commerce and Computer Applications and execute knowledge to serve to the needs of Society.
PO-2	acquire innovative skills in the field of Accounting, Financial Management, Human Resource Management, Research and Computer applications in Business.
PO-3	develop distinct attributes and values with high demonstrable skills to achieve a more extensive knowledge into the area concerned, the country and themselves.
PO-4	capacitate the learners to design and develop software applications used in automation of accounting and financial transaction.
PO-5	develop an ability to apply knowledge acquired by problem solving, logical thinking and analysis the real situations.

PSO No.	Programme Specific Outcomes Upon completion of these courses the student would
PSO-1	impart professional education and training in various aspects of Commerce and its environment and provide them with opportunities to develop critical and logical thinking ability to meet the challenges of business.
PSO-2	develop a broad range of business skills, knowledge and specific capabilities to meet the current and future expectations of Business, Industry and Economy at the National and Global level.
PSO-3	inculcate entrepreneurship and managerial skills to establish and manage the business effectively.
PSO-4	make the learners in the latest trends in commerce with computer application's knowledge, competence and creativity to face universal challenges.
PSO-5	give adequate exposure to the operational environment in the field of accounting and finance.

Course Title	MARKETING MANAGEMENT	
CODE	23CMPC101	
CO No.	Course Outcomes	Knowledge Level
CO-1	Gain an indepth knowledge of the realities of the new marketing era viz synthesis of customer needs, business and social interests.	K1
CO-2	Obtain a conceptual understanding of the marketing challenges.	K2
CO-3	Demonstrate the significance and implications of distribution channels in marketing	K3
CO-4	Acquire the skills to critically analyze the promotion mix in the competitive market environment	K4
CO-5	Evaluate the emerging trends in marketing.	K5

Course Title	MANAGERIAL ECONOMICS	
CODE	23CMPC102	
CO No.	Course Outcomes	Knowledge Level
CO-1	Understand the various aspects of managerial economics.	K1
CO-2	Interpret the micro and macro economic concepts relevant for business decisions.	K2
CO-3	Apply the economic principles in business management	K3
CO-4	Analyse the pricing policies to be applied in different market conditions.	K4
CO-5	Justify the usage of government policy to control trade cycle and industrial sickness and provide remedies.	K5

Course Title	RELATIONAL DATABASE MANAGEMENT SYSTEM	
CODE	24CMPC103	
CO No.	Course Outcomes	Knowledge Level
CO-1	Summarize the basics and fundamentals of RDBMS and to understand the various designing concepts, storage methods, querying and managing databases.	K2
CO-2	Understand the structure and model of the Relational Database System	K2
CO-3	Summarize the concept of Entity Relationship Model in Database Applications.	K2
CO-4	Demonstrate the various normalization techniques and data modeling	K3
CO-5	Apply the SQL for Database Definition and Manipulation.	K3

Course Title	COMPUTER APPLICATIONS PRACTICAL I - MS OFFICE & ORACLE	
CODE	24CMPCP01	
CO No.	Course Outcomes	Knowledge Level
CO-1	Implement the mechanics of word documents, mail merge and basic and statistical functions in MS-Excel.	K3
CO-2	Apply the various technicalities to create power point presentation.	K4
CO-3	Create and maintain database using Ms Access and SQL.	K4, K5

Course Title	BUSINESS RESEARCH METHODS	
CODE	23CMPC204	
CO No.	Course Outcomes	Knowledge Level
CO-1	Describe the concepts of business research	K1
CO-2	Understand the techniques of presentation of are search report	K2
CO-3	Analyse the data using various statistical techniques applicable toModern business	K3
CO-4	Identify, select and formulate the research problems and analyse tocarry out research in business.	K4
CO-5	Appraise the significance of statistical tools ensuring the validity ofthe research findings.	K5

Course Title	ADVANCED COST ACCOUNTING	
CODE	23CMPC205	
CO No.	Course Outcomes	Knowledge Level
CO-1	Gain knowledge on labour and overhead accounting.	K1
CO-2	Understand various concepts and elements of costing.	K2
CO-3	Apply the techniques of costing in pricing of products and services.	K3
CO-4	Analyse cost and financial statements to reconcile costing and financial profits.	K4
CO-5	Evaluate different methods of costing in the process of decision making.	K5

Course Title	STRATEGIC HUMAN RESOURCE MANAGEMENT	
CODE	24CMPC206	
CO No.	Course Outcomes	Knowledge Level
CO-1	Comprehend the fundamentals of Human Resource Management	K1&K2
CO-2	Utilise Human Resource Information System for ensuring effective HRM.	K2
CO-3	Evaluate the individual behavior and performance.	K3
CO-4	Recognise the models of Strategic Human Resource Management	K4
CO-5	Analyse the strategies of HumanResources Planning	K5

Course Title	OBJECT ORIENTED PROGRAMMING	
CODE	24CMPC207	
CO No.	Course Outcomes	Knowledge Level
CO-1	Identify the features of object oriented design.	K2
CO-2	Recognize the controlled structure with emphasis on data types, array processing and functions.	K2, K3
CO-3	Design C++ programs that make appropriate use of object-oriented facilities such as classes, objects, constructors and destructors.	K5
CO-4	Understand the Java language and the implementation of Java program.	K2, K3
CO-5	Apply the OOPS concepts like classes, objects, inheritance and emphasis on the creation of Java package.	K3, K4

Course Title	COMPUTER APPLICATIONS PRACTICAL II - TALLY &OBJECT ORIENTED PROGRAMMING	
CODE	24CMPCP02	
CO No.	Course Outcomes	Knowledge Level
CO-1	Implement the Accounting concepts, tools and techniques that reverberating business transactions by using Tally.	K3, K4, K5
CO-2	Evaluate the object oriented programming to develop solutions for smoothest business transactions.	K3, K5
CO-3	Manage, Collect, Synchronize and Calculate data with the help of Tally and C++.	K3

Course Title	CORPORATE ACCOUNTING	
CODE	23CMPC308	
CO No.	Course Outcomes	Knowledge Level
CO-1	Understand how to prepare final accounts for companies as per revised schedule VI.	K1
CO-2	Describe the standard setting process and regulatory framework for amalgamation, absorption and reconstruction of the company.	K2
CO-3	Identify the provisions to prepare the holding company accounts.	K3
CO-4	Apply practical knowledge to prepare final accounts of banking company.	K3, K4
CO-5	Understand the conceptual framework and regulations to prepare insurance company accounts.	K4

Course Title	VISUAL BASIC.NET	
CODE	23CMPC309	
CO No.	Course Outcomes	Knowledge Level
CO-1	Develop a basic structure of visual basic.net simply by revealing variables and data types in the program environment.	K1
CO-2	Determine logical alternatives of decision structures in VB.Net.	K2
CO-3	Formulate a loop structures to perform repetitive tasks and apply sub-procedures and functions to create viable code.	K3
CO-4	Declare and initialize array data structures for accessing the individual elements of arrays.	K3, K5
CO-5	Create applications that use ADO.NET in database concepts.	K4

Course Title	COMPUTER APPLICATIONS PRACTICAL – III - VB.NET	
CODE	23CMPCP03	
CO No.	Course Outcomes	Knowledge Level
CO-1	Design, formulate and construct applications with VB.Net.	K3
CO-2	Create VB.Net programs using forms, modules, menus and multiple arrays.	K4
CO-3	Implement lists and loops with VB.NET controls and iteration.	K4

Course Title	DIRECT TAX	
CODE	23CMPE311	
CO No.	Course Outcomes	Knowledge Level
CO-1	Recall the basic principles underlying the provisions of direct tax laws.	K 1
CO-2	Recognise taxable income under various heads as per provisions of Income Tax Act 1961.	K 2
CO-3	Apply critical thinking and problem solving skills to resolve income tax issues.	K 3
CO-4	Analyse the real life situations involving taxation and take tax-sensitive decisions.	K 4
CO-5	Evaluate the tax-saving strategies for decision making.	K 5

Course Title	ADVERTISING AND SALES MANAGEMENT	
CODE	23CMPE321	
CO No.	Course Outcomes	Knowledge Level
CO-1	Understand the various aspects of Advertising.	K1& K2
CO-2	Obtain the conceptual understanding of the Advertising Law and Ethics.	K2 & K3
CO-3	Acquire the knowledge of Personal Selling and Sales Forecasting.	K2 & K3
CO-4	Summarize the concepts of Sales Promotion and Marketing policies.	K2 & K3
CO-5	Identify the Sales Organisation Personnel Management and Recruiting.	K2 & K3

Course Title	INVESTMENT MANAGEMENT	
CODE	23CMPC410	
CO No.	Course Outcomes	Knowledge Level
CO-1	Explores theory and practice of investments.	K1
CO-2	Analyze and evaluate the characteristics of various alternatives available to investors.	K2
CO-3	Elucidate the rules and regulations for trading securities in the stock market.	K3
CO-4	Measure the risk and return of stock by using various analysis.	K3, K4
CO-5	Build a diversified portfolio and portfolio performance by applying different theories.	K4,K5

Course Title	FINANCIAL MANAGEMENT	
CODE	23CMPC411	
CO No.	Course Outcomes	Knowledge Level
CO-1	Demonstrate knowledge on the value of money over a period of time and its uses.	K1, K2
CO-2	Apply techniques for estimating the cost of each component in the cost of capital and identify the relevant cash flows for capital budgeting projects.	K3
CO-3	Recognize the core relationship between risk and return by using the leverage tools and also monitor a firm's capital structure by tracking debt equity ratio.	K4
CO-4	Understand the considerations relevant for determining the dividend policy.	K2,K3
CO-5	Identify the factors affecting the working capital and also estimate the working capital requirements of a firm.	K4

Course Title	E-COMMERCE	
CODE	23CMPC412	
CO No.	Course Outcomes	Knowledge Level
CO-1	Understand e-commerce strategies globally.	K1
CO-2	Assess and applications of emerging e-commerce technologies to strengthen e-business management.	K2
CO-3	Understand web marketing approaches and elements of Branding	K2,K3
CO-4	Identify the various electronic payment system used in E-commerce.	K3,K4
CO-5	Understand legal and ethical issues related to e-commerce.	K2

Course Title	COMPUTER APPLICATIONS PRACTICAL IV - HTML	
CODE	23CMPCP04	
CO No.	Course Outcomes	Knowledge Level
CO-1	Demonstrate competency in the use of HTML tags and tag attributes to control web page appearance	K3, K4, K5
CO-2	Design dynamic website that meet specified needs and interests	K4, K5
CO-3	Implement interactive web pages using HTML and Java script	K4