

Co-operative Arts and Science College, Madayi

Payangadi RS (PO), Kannur, Kerala

PROGRAMME OUTCOMES AND PROGRAMME SPECIFIC OUTCOMES

PROGRAMME NAME: MCom

PROGRAMME OUTCOMES

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| PSO 01 | Gain in-depth knowledge and understanding of various aspects of Commerce, including Accounting, Finance, Marketing, Human Resource Management, Securities and Foreign Exchange Market etc. |
| PSO 02 | Develop expertise in a specific area of commerce. such as financial management, international business. Marketing etc. |
| PSO 03 | Acquire research methodologies and skills to conduct independent research in the field of commerce, including data analysis, critical thinking, and problem-solving abilities. |
| PSO 04 | Develop leadership qualities and managerial skills necessary for effective decision making, strategic planning ,and organizational management. |
| PSO 05 | Develop professional competencies, including teamwork. time management. and adaptability. to succeed in various roles within the commerce sector. |
| PSO 06 | Develop the ability to critically analyse financial statements, economic theories. business models, and market trends to make informed decisions and recommendations. |

COURSE OUTCOMES

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| COM1C01 | BUSINESS ENVIRONMENT AND POLICY |
| CO 1 | To give the students an exposure to environmental dynamics of contemporary business. |
| CO 2 | To develop the skill of decision making by analysing the business environment and opportunities. |
| COM1C02 | QUANTITATIVE TECHNIQUES AND OPERATION RESEARCH |
| CO 1 | To make the students understand some of the basics of quantitative techniques |
| CO 2 | To equip the students to apply operation research techniques for decision making. |
| COM1C03 | MANAGEMENT INFORMATION SYSTEM |
| CO 1 | To provide a basis understanding of the concept of Management Information System, its application in managerial decision making and the process of development and maintenance of information system in an organization. |
| COM1C04 | ORGANISATIONAL BEHAVIOUR |
| CO 1 | To understand the conceptual framework of management and organizational behaviour. |
| CO 2 | To understand the applicability of the concept. |
| COM1C05 | ACCOUNTING FOR BUSINESS DECISIONS |
| CO 1 | To acquaint the students with the tools and techniques for business decisions |
| COM2C06 | STRATEGIC MANAGEMENT |
| CO 1 | To give the students an awareness about the importance of strategic management in modern organizations. |
| CO 2 | To give the students an in-depth knowledge in Strategic management process. |
| CO 3 | To develop among the students the skill of managing organizations in the new age |
| COM2C07 | RESEARCH METHODOLOGY & COMPUTER APPLICATION |
| CO 1 | To make the students understand the steps in the process of Social Research. |
| CO 2 | To equip the students to apply statistical tools for hypothesis test and decision making. |
| COM2C08 | COSTING FOR MANAGEMENT DECISIONS |
| CO 1 | To understand the concept and importance of cost accounting. |
| CO 2 | To understand the application of cost accounting tools for generating information for managerial Decision making |
| COM2C09 | ADVANCED BUSINESS ACCOUNTING |
| CO 1 | To understand new accounting concepts. |
| CO 2 | Expose the students to advanced accounting issues and practices. |

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| COM2C10 | FINANCIAL MANAGEMENT |
| CO 1 | Understand the conceptual framework of Financial Management and to equip the students with knowledge about the Financing, Dividend and Liquidity areas of financial decision making in business organizations |
| COM3C11 | MARKETING MANAGEMENT |
| CO 1 | To acquaint the students with the marketing principles and practice. |
| CO 2 | To understand the process of modern marketing. |
| COM3C12 | CORPORATE ACCOUNTING |
| CO 1 | To familiarize the student knowledge about the Corporate Accounting System, |
| COM3C13 | INCOME TAX LAW AND PRACTICE |
| CO 1 | To provide the students an in-depth knowledge of the basic concepts of Income Tax and the provisions relating to the computation of Total income and tax liability of an individual assessee. |
| COM3C14 | WEALTH TAX AND INDIRECT TAXES |
| CO 1 | To provide an overview of the indirect tax system in India and an in-depth understanding of the Wealth Tax Act, 1957. |
| COM3C15 | HUMAN RESOURCE MANAGEMENT |
| CO 1 | To familiarize the students with the human resource management processes |
| CO 2 | To sensitize them to the training process and techniques, and |
| CO 3 | To provide them with appropriate knowledge and skills required for selecting, developing and managing human resources. |
| COM4E01 | SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT |
| CO 1 | To acquire knowledge of securities markets and its theoretical foundations |
| CO 2 | To help the students to equip the trading of securities. |
| COM4E02 | INTERNATIONAL FINANCIAL MANAGEMENT |
| CO 1 | To introduce the basic concepts and tools of International Financial Management. |
| CO 2 | To provide them appropriate knowledge about foreign investment and financing decisions. |
| COM4E03 | FINANCIAL MARKETS AND SERVICES |
| CO 1 | To understand the structure, organization and working of financial markets and institution in India |
| CO 2 | To understand the various financial services available. |
| COM4E04 | CORPORATE TAX PLANNING AND MANAGEMENT |
| CO 1 | To acquaint the students with the method of computing total income and tax liability of different types of persons (excluding individuals and HUFs), to understand the concepts of tax planning and management; and the tax implications of various managerial decisions. |

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| COM4E05 | CONSUMER BEHAVIOUR |
| CO 1 | To understand the buying influences and behaviour of consumer and |
| CO 2 | To understand the models of consumer decision making |
| COM4E06 | ADVERTISING AND SALES MANAGEMENT |
| CO 1 | To make the students understand the issues related with advertisement salesmanship |
| CO 2 | To help the students to equip the various tools in salesman shipment and selling practices. |
| COM4E07 | SERVICES MARKETING |
| CO 1 | To understand the present day markets of services including Banking, Insurance, Tourism, Hospital and consultancy services. |
| COM4E08 | LOGISTICS MANAGEMENT |
| CO 1 | To enable the student to understand the fundamentals of logistics and the process involved storing, packing and distributing goods and the costs involved in these processes. |
| CO 2 | To enable the student to understand modern trends in logistical operations |
| COM4E09 | INTERNATIONAL BUSINESS ENVIRONMENT |
| CO 1 | To give the students an in-depth understanding about the global market in the changing world. |
| CO 2 | To provide to the students' knowledge about the functional areas of the subject. |
| COM4E10 | FOREIGN TRADE MANAGEMENT |
| CO 1 | To give the students an understanding about the dimensions of foreign trade |
| CO 2 | To familiarize them with the risks in foreign trade and the tools of managing them. |
| CO 3 | To acquaint them with the institutions and agencies that monitor the foreign trade |
| COM4E11 | INTERNATIONAL BANKING |
| CO 1 | To enable the students to familiarise the banking activities in modern era |
| CO 2 | To study the banking activities in the International Market. |
| COM4E12 | INTERNATIONAL MARKETING |
| CO 1 | To provide the students a theoretical framework regarding International Market. |
| CO 2 | To give an in depth understanding about the institutional infrastructure relating to International Market. |