

M.V MUTHIAH GOVT. ARTS COLLEGE FOR WOMEN, DINDIGUL

DEPARTMENT OF COMMERCE

M.COM 2021 ONWARDS

COURSE OUTCOMES

MARKETING MANAGEMENT

The students will be able to

CO1: Explain the marketing concepts

CO2: Identify the strategies adopted for buyer"s behavior.

CO3:Analyse the tools for promotion, sales promotion and Advertising.

CO4: Assess the marketing organization and control.

CO5: Assess Customer Satisfaction, Benchmarking and Quality Management.

INTERNATIONAL TRADE AND PRACTICE

CO 1: Understand the concepts of international marketing and environment.

CO 2: Analyze the determinants of market selection and market entry methods

CO 3: Evaluate the various determinants of international marketing channels

CO 4: Analyze the Export Procedure and Documentation

CO 5: Examine the sources of Export Finance and Payment Terms.

ADVANCED FINANCIAL MANAGEMENT

CO1: Explain the various techniques of financial management and financial planning

CO2: Make use of the relevance of capital structure, cost of capital and dividend policy with the value of the firm

CO3: Analyze the financial plan, leverages, capital structure and cost of capital of a company

CO4: Determine the optimal capital structure and value of a firm

CO5: Estimate the cost of capital, optimum dividend and working capital requirements of business firms

MANAGEMENT ACCOUNTING

CO1: Define financial statement, cash flow statement, marginal costing, budgetary control and capital budgeting.

CO2: Identify the types of ratios, cash flow activities, budgets, capital expenditure decisions

CO3: Analyse the financial position of a business, cash flow, cost / volume / profit, master budget and investment proposals

CO4: Interpret the results of ratios, cash flow activities, contribution, functional budget and capital budgeting

CO5: Solve the managerial problems by adapting the techniques of management Accounting

COMPUTERISED ACCOUNTING WITH TALLY

CO1: Possess skills to create a company with accounting and inventory features.

CO2: Work with the well-known procedure for recording the transactions in accounting and inventory vouchers.

CO 3: Prepare Bank reconciliation statement and debtors, creditors management

CO4: Analyze the reports like Day Book, Trial Balance, Profit & Loss A/c, Income and Expenditure Account, Balance Sheet & Printing option

CO 5: Examine the legal aspects of GST and Income Tax calculations.

EMPLOYABILITY SKILLS –SOFT SKILL DEVELOPMENT (PRACTICAL)

CO1: Effectively communicate through verbal/oral communication and improve the listening skills

CO2: Write precise briefs or reports and technical documents.

CO3: Actively participate in group discussion / meetings / interviews and prepare & deliver presentations.

CO4: Become more effective individual through goal/target setting, self-motivation and practicing creative thinking.

CO5: Function effectively in multi-disciplinary and heterogeneous teams through the knowledge of team work, Inter-personal relationships, conflict management and leadership quality

MODERN BANKING AND INSURANCE

CO1: Understand and remember the principles of lending, credit, cash and marketing management aspects of the banking sector

CO2: Identify the procedures for lending & recovery of loan and marketing risks

CO3: Analyze the causes for NPA, norms for credit appraisal and market segmentation

CO4: Assess the management practices of banks CO5: Adapt the principles of credit, cash and risk management

ADVANCED COST ACCOUNTING

CO1: Explain the concepts of activity based costing, target costing, life cycle costing, standard costing, value chain and value added

CO2: Apply the various cost management techniques

CO3: Analyze the techniques of cost management

CO4: Interpret the results arrived through the cost management techniques

CO5: Adapt the strategic areas of cost management system in a manufacturing concern.

BUSINESS RESEARCH METHODS

CO1: Explain the conceptual framework of research design

CO2: Apply the suitable statistical tools for analyzing the problem and infer the results

CO3: Analyze the primary and secondary data

CO4: Assess the research problems

CO5: Design the research reports.

QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS

CO1: Draw inferences from sample data regarding the relevant population.

CO2: Apply mathematical techniques to problem solving

CO3: Calculate and interpret the nature of correlation between variables

CO4: Apply appropriate mathematical tools to financial data including discounting and investment appraisal

CO5: Explain probability and be able to use a range of techniques to calculate probabilities

INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

CO1: Illustrate the various investment avenues, theories of security, derivatives and risk management and portfolio management

CO2: Apply the theories of securities analysis and portfolio management

CO3: Analyze the various investment alternatives and derivatives

CO4: Appraise the techniques of derivatives in minimizing the risk

CO5: Choose the best portfolio combination and derivatives.

INDIRECT TAXATION

CO1: Explain the concepts of Goods and Services Tax Act and Customs Act

CO2: Apply the GSTN Portal in business

CO3: Categorize the transactions under CGST, SGST, IGST and UTGST

CO4: Appraise the mechanism of Goods and Services Tax System

CO5: Prepare the tax planning and tax management for payment of tax and filling of tax returns.

FINANCIAL MARKETS AND SERVICES

CO1: Understand the role and function of the financial system in reference to the macro economy.

CO2: Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.

CO3: Evaluate and create strategies to promote financial products and services.

CO4: Make an informed judgement about whether or to what extent a financial market satisfies the conditions of an efficient market

CO5: Identify the main factors that could detract from that efficiency.

ADVANCED CORPORATE ACCOUNTING

CO1: Outline the basic concepts of corporate accounting

CO2: Identify the accounting procedures of various forms of companies

CO3: Analyze the internal and external reconstruction, performing asset and nonperforming asset

CO4: Determine the purchase consideration, capital and revenue profits and profit / loss of bank, insurance and electricity companies

CO5: Prepare financial statements for various companies.

STRATEGIC MANAGEMENT

CO1: The students will, by means of a large project report written in groups, obtain training in analysing the strategic situation of a real technology based company, and in developing suggestions for change

and development of the company's strategy. Thereby, the students will also acquire experience with working in groups as well as with writing reports for a company.

CO2: The students will, by means of lectures and a written exam, be encouraged to reflect on and combine key perspectives and frameworks within the field of strategic management.

CO3: The student will analyze a company strategic situation, with particular emphasis on strategic analyses on the business level, the corporate level, and the network level

CO4: The student will develop suggestions for change and development of a company's strategy.

CO5: The student will understand specific knowledge of perspectives, frameworks and concepts within strategy formation, strategic change, and strategic innovation.

INCOME TAX AND TAX PLANNING

CO1: Understand the basic concepts of Income Tax Act

CO2: Identify the exempted incomes from all heads of incomes

CO3: Analyze the procedures for computing taxable incomes from five heads.

CO4: Determine the taxable income of different heads of income

CO5: Prepare the statement of tax liability of an individual

BUSINESS ANALYTICS

CO1: To gain introductory and application knowledge on ecommerce

CO2: Identify and assess the impact of digital technology in transforming the business environment and also the customer journey.

CO3: Explain the way marketers think, conceptualize, test continuously to optimize their product search on digital platforms.

CO4: Demonstrate their skills in digital marketing tools such as Social media, and Blogging for engaging the digital generation.

CO5: Introduction of AI in Digital Marketing

MANAGERIAL ECONOMICS

CO1: Understand the roles of managers in firms

CO2: Understand the internal and external decisions to be made by managers

CO3: Analyze the demand and supply conditions and assess the position of a company

CO4: Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.

CO5: Analyze real-world business problems with a systematic theoretical framework.

BUSINESS ETHICS

CO1: Re-examine their knowledge of business and economic concepts from an ethical perspective;

CO2: Explain and illustrate the importance, for business and the community, of ethical conduct;

CO3: Recognize and resolve ethical issues in business;

CO4: Reflect on and critically examine their own values and the importance of the ethical dimension in business and workplace decision making; and,

CO5: Confidently apply systematic ethical reasoning to business dilemmas and communicate effectively in oral and written forms these, using the concepts, logic and rhetorical conventions of business ethics.

BUSINESS ENVIRONMENT

CO1: Understand the concepts of business, legal, cultural and global environments.

CO2: Make use of the provisions of business legislations

CO3: Analyze the internal, external, micro and macro business environments.

CO4: Assess the business competitions

CO5: Solve and manage the business related problems.

ORGANISATIONAL BEHAVIOUR

CO1: Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.

CO2: Demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization.

CO3: Analyze the complexities associated with management of the group behavior in the organization.

CO4: Demonstrate how the organizational behavior can integrate in understanding the motivation (why) behind behavior of people in the organization.

CO5: Synthesize related information and evaluate options for the most logical and optimal solution such that they would be able to predict and control human behavior and improve results.

