



**MANNAR THIRUMALAI NAICKER COLLEGE (Autonomous)**  
(An Autonomous Institution Affiliated to Madurai Kamaraj University)  
(Accredited with “A” Grade by NAAC)  
Pasumalai, Madurai -625004

**I & II SEMESTER - COURSE OUTCOMES**  
**ARTS / HUMANITIES**

**M.COM**

18PCOC11

**ADVANCED ACCOUNTING**

**Course Outcomes:**

- CO1:** To educate the learners with accounting concepts, standards and principles.
- CO2:** To make the learners to be through with accounting for non-trading concerns and insurance claims.
- CO3:** To enrich the learners to be familiar with branch, departmental accounts.
- CO4:** On Successful completion of the course the students should will have knowledge in practical application of accounts.

18PCOC12

**HUMAN RESOURCE MANAGEMENT**

**Course Outcomes:**

- CO1:** To introduce the basic concepts, functions and processes of human resource management.
- CO2:** To familiarize the students with the training and development.
- CO3:** To be aware of recent trends in human resources.
- CO4:** To develop the employability skill of learners.

18PCOC13

**ADVANCED BUSINESS STATISTICS**

**Course Outcomes:**

- CO1:** To make the learners understand the advanced statistical concepts.
- CO2:** To impact knowledge about the various statistical tools.
- CO3:** To develop the skill in application of statistical tools
- CO4:** To develop employability skills.

18PCOC14

**BANKING TECHNOLOGY**

**Course Outcomes:**

- CO1:** To introduce E- banking technologies to the learners.
- CO2:** To make the learners understand the impact of IT on Banking Sector.
- CO3:** To make the learners to be familiar with Cyber issues in Online Banking.

**CO4:** To develop the knowledge and skills the students.

18PCOC15

## **FINANCIAL MARKETS AND SERVICES**

### **Course Outcomes:**

**CO1:** To enable the learners to become familiar with the Indian Financial System and structure.

**CO2:** To educate the learners on the functioning of financial markets and

**CO3:** To develop awareness of recent financial services.

**CO4:** To develop the employability skill. On completion of the course the learners will have a knowledge of stock exchange market.

18PCOC21

## **SERVICES MARKETING**

### **Course Outcomes:**

**CO1:** To introduce the concepts in services marketing.

**CO2:** To impart the knowledge about services marketing mix.

**CO3:** To educate the learners about the application of services marketing mix.

**CO4:** To develop the employability skills.

18PCOC22

## **APPLIED MANAGEMENT ACCOUNTING**

### **Course Outcomes:**

**CO1:** To develop an understanding of the conceptual framework of Management Accounting.

**CO2:** To acquire the students, the management accounting techniques that facilitates managerial decision making.

**CO3:** To make the students to get practical skill in solving management problems.

**CO4:** This course develop employability skills of the students.

18PCOC23

## **RETAIL MANAGEMENT**

### **Course Outcomes:**

**CO1:** To know the concepts of retail marketing.

**CO2:** To understand the stages in product development and pricing of products.

**CO3:** To be familiar with Ethics in business.

**CO4:** To develop the Entrepreneurship skills.

18PCOC24

## **E-COMMERCE**

### **Course Outcomes:**

**CO1:** To enable the students to understand basics of E-Commerce

**CO2:** To gain a practical orientation to E-Commerce and E-Business management.

**CO3:** To know about network infrastructure with Electronic Data Interchange.

**CO4:** To develop the employability skills of the learners.

18PCOC25

## **CUSTOMER RELATIONSHIP MANAGEMENT**

### **Course Outcomes:**

**CO1:** To enable the learners to understand the concept of CRM and ERP.

**CO2:** To impart the knowledge on various strategies for building relationship.

**CO3:** To create awareness on the application e-CRM

**CO4:** To develop the employability skills of the students.

## **ARTS**

### **III & IV SEMESTER - COURSE OUTCOMES**

18PCOC31

## **SPECIAL ACCOUNTING**

### **Course Outcomes**

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

**CO1:** Acquire knowledge on the preparation of Holding Company Accounts.

**CO2:** Know about the procedure for accounting for Price Level Changes in Public Utility Concerns.

**CO3:** Develop the skill in the preparation of Banking and Insurance Company Accounts.

**CO4:** Develops Employability Skill

18PCOC32

## **DIRECT TAXES**

### **Course Outcomes**

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

**CO1:** Enable the learners to be thorough with the concepts related to income tax.

**CO2:** Make the learners determine the residential status of assesses.

**CO3:** Make the learners to be familiar with the provisions of computation of taxable income under various heads.

**CO4:** Develops Employability Skill

18PCOE31

## **COMPUTERIZED ACCOUNTING AND OFFICE AUTOMATION**

### **Course Outcomes**

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

**CO1:** Bridge the academic knowledge and professional implementation.

**CO2:** Equip job seeker for professional accounting career.

**CO3:** Help future entrepreneur in managing their financial accounting along with business operation.

**CO4:** Develops Employability Skill

18PCOE32

### ACCOUNTING STANDARDS AND IFRS

#### Course Outcomes

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

**CO 1:** Lay a theoretical foundation for the preparation and presentation of financial statements.

**CO 2:** Gain working knowledge of the professional standards, principles and procedures of accounting and their application to different practical situations.

**CO 3:** Familiarize with recent development in the area of financial reporting.

**CO 4:** Develops Employability Skill

18PCOE33

### MANAGEMENT INFORMATION SYSTEM

#### Course Outcomes

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

**CO1:** Provide students an understanding of concepts of MIS.

**CO2:** Expose students on the recent development in MIS Systems.

**CO3:** Understand the system analysis of MIS

**CO4:** Develops Employability Skill

18PCOE34

### SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

#### Course Outcomes

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

**CO 1:** Acquire knowledge on the nature and scope of portfolio management.

**CO 2:** Make the learners to be familiar with the valuation models of equity and bonds.

**CO 3:** Inculcate the skill of evaluation of portfolio.

**CO 4:** Develops Entrepreneurship Skill

18PCOE35

### LOGISTICS AND SUPPLY CHAIN MANAGEMENT

#### Course Outcomes

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

**CO1:** To develop insights as to different forms of logistics arrangement applied by different business houses.

**CO2:** To instruct about application of different logistics models, their utility and limitations.

**CO3:** To know the role of SMC in firm and economy

**CO4:** Develops Entrepreneurship Skill

18PCOE36

### INTERNATIONAL FINANCIAL MANAGEMENT

#### Course Outcomes

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

**CO1:** Understand the International Financial Management

- CO2: Know the markets for foreign exchange
- CO3: Know the International Financial decisions
- CO4: Develops Entrepreneurship Skill

#### 18PCON31      **BANKING AND INSURANCE**

##### **Course Outcomes**

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

- CO1: Familiarize students with the functions of commercial banks and RBI.
- CO2: Enable students to know the fundamental principles of insurance.
- CO3: Gain an insight on the nature of life, fire and marine insurance.
- CO4: Develops Employability Skill.

#### 18PCOC41      **GOODS AND SERVICES TAX ACT AND CUSTOMS DUTY**

##### **Course Outcomes**

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

- CO1: Equip the students with the provisions of GST Law & Practice.
- CO2: Impart knowledge of Levy, Input Tax Credit, Registration and Tax Invoice.
- CO3: Familiarize students to Returns, Payment of Tax and Accounts and Records.
- CO4: Develops Employability Skill

#### 18PCOC42                      **RESEARCH METHODS IN COMMERCE**

##### **Course Outcomes**

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

- CO1: Enable the learners to know about the research methods.
- CO2: Make the learners to be familiar with source of data.
- CO3: Prepare the learners for the effective presentation of the project report.
- CO4: Develops Employability Skill

#### 18PCOPR1                      **PROJECT & VIVA -VOCE**

##### **Course Outcomes**

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

- CO1: Develop the ability of the students to prepare a project.
- CO2: Give the practical exposure in the field of commerce and business
- CO3: Skill Development Course
- CO4: Develops Entrepreneurship skill.

#### 18PCOE41

#### **QUANTITATIVE TECHNIQUES FOR MANAGEMENT**

##### **Course Outcomes**

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

- CO1: Impact knowledge about the basic characteristics of Operation Research.
- CO2: Make the learners to be familiar with linear Programming, Game theory and Queuing

theory.

**CO3:** Enable the learners to solve PERT/ CPM and Simulation problems.

**CO4:** Develops Employability Skill

18PCOE42

### **PROJECT MANAGEMENT**

#### **Course Outcomes**

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

**CO1:** Know the Identification of the project

**CO2:** Know the Analysis of the project

**CO3:** Know the Implementation of the project

**CO4:** Develops Employability Skill

18PCOE43

### **INTERNATIONAL MARKETING MANAGEMENT**

#### **Course Outcomes**

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

**CO1:** Gain the conceptual clarity of International Marketing.

**CO2:** Know the business implications of International Marketing

**CO3:** Understand the documentation for exporting and exchange risk management

**CO4:** Develops Employability Skill

18PCOE44

### **ENTREPRENEURSHIP**

#### **Course Outcomes:**

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

**CO1:** Know the various institutions assisting entrepreneurship.

**CO2:** Understand the procedure to start the new venture

**CO3:** Analyse the environment set up relating to small industry and business

**CO4:** Develop the skill of job creators

18PCOE45

### **CORPORATE SOCIAL RESPONSIBILITY**

#### **Course Outcomes:**

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

**CO1:** Know about the Business

**CO2:** Know about the Economic system

**CO3:** Understand a role of MNC in Corporate social responsibility

**CO4:** Develops Entrepreneurship Skill.

18PCOE46

### **CORPORATE GOVERNANCE AND BUSINESS ETHICS**

#### **Course Outcomes:**

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

**CO1:** Explain the importance of corporate governance.

**CO2:** Apply the ethical principles of business in the competitive environment.

**CO3:** Know about Corporate Governance Forums

**CO4:** Develops Entrepreneurship Skill.