



# MANNAR THIRUMALAI NAICKER COLLEGE

A Co-educational, Autonomous and Linguistic Minority Institution

Affiliated to Madurai Kamaraj University

Re-accredited with "A" Grade by NAAC

Pasumalai, Madurai – 625 004 Tamil Nadu.

## CURRICULUM RELEVANCE TO THE LOCAL, REGIONAL, NATIONAL AND GLOBAL NEEDS

NAME OF THE PROGRAMME: M.COM

PROGRAMME CODE- PCO

### PROGRAMME OUTCOMES

**PO1:** Attain in-depth knowledge, with an ability to discriminate, evaluate, analyze and combine existing and new knowledge

**PO2:** Educate the student to develop conceptual, applied, and analytical and research skills as well as abilities required for effective commercial activities.

**PO3:** Gain entrepreneurial, managerial and computer skills and techniques that enhance the communication to be successful in business. Exhibit knowledge and understanding of commerce and managerial skills and apply the same to business, as a member and leader in a team, manage projects in the work environment professionally.

**PO4:** Wide-ranging stance of the programme put forward a number of job oriented courses assures that students are skilled into modern concepts with ethics.

**PO5:** Know the need for, and have the training and ability to engage in Life - long learning independently.



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## PROGRAMME SPECIFIC OUTCOMES

**PSO1:** Comprehend the concepts and applications of Marketing, entrepreneurship, HR, Logistics and supply chain etc.,

**PSO2:** Apply the learning from the courses and develop strategies for business issues.

**PSO3:** Utilize the advanced developments by using modern SPSS for growth and development of organization as well as nation.

Competent to pursue CA, CS, CFA, CMA, B.Ed. Ph.D and also can appear on National and State Eligibility Test.

**PSO4:** Analyze and evaluate the operation of the business related issues and communicate professionally and face challenges ethically with concern to social welfare

**PSO5:** Excel in contemporary knowledge of business and provide to the manpower needs of companies



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Sl. No	Course Code	Course Name	Course Outcomes
1	21PCOC11	Advanced Financial Accounting	<b>CO1:</b> Understand the principles, procedure accounting standards <b>CO2:</b> Prepare accounts for non-trading concern. <b>CO3:</b> Create branch and departmental accounts <b>CO4:</b> Calculate insurance claims <b>CO5:</b> Construct Lease accounting.
2	21PCOC12	Marketing and Logistics Management	<b>CO1:</b> Know the nature, importance and functions of marketing concepts <b>CO2:</b> Analyze the marketing skills, Develop employability skill on successful completion of the course the students become marketing executive. <b>CO3:</b> Understand the Logistics and Supply Chain Management. <b>CO4:</b> Know the role of Warehousing in marketing <b>CO5:</b> Understand the role of transportation in marketing
3	21PCOC13	Quantitative Methods	<b>CO1:</b> Understand the application of correlation and Regression. <b>CO2:</b> Apply extrapolation and interpolation Statistical method to predict values in relation to the data. <b>CO3:</b> Solve the problems related to probability



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			<p><b>CO4:</b> Test hypothesis to assess the plausibility of a hypothesis by using sample data in Business Research</p> <p><b>CO5:</b> Do statistical analysis using SPSS</p>
4	21PCOC14	Security Analysis and Portfolio Management	<p><b>CO1:</b> Understand the structure and functions of securities market.</p> <p><b>CO2:</b> Analyze the securities by applying appropriate tools.</p> <p><b>CO3:</b> Discover the risk and return associated with the securities.</p> <p><b>CO4:</b> Examine the best model for</p> <p><b>CO5:</b> Understand the basic concepts of derivative markets</p>
5	21PCOC15	Insurance and Risk Management	<p><b>CO1:</b> Understand the basics of insurance and risk</p> <p><b>CO2:</b> Interpret the types of Life Insurance Policies and various schemes</p> <p><b>CO3:</b> Describe concept of non life insurance policies (Fire and Marine) and indicate various policy conditions</p> <p><b>CO4:</b> Understand the Life and Non IRDA</p> <p><b>CO5:</b> Recognize the various aspects of risk management</p>



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6	21PCOC21	Applied Costing	<p><b>CO1:</b> Understand the basic concepts of costing and its profitability techniques in business</p> <p><b>CO2:</b> Gain knowledge of different methods of payment of wages and incentives &amp; assess the allocation and apportionment of overhead among service department</p> <p><b>CO3:</b> Identify the operating costing methods practiced by different sectors</p> <p><b>CO4:</b> Examine the methods of process costing to avoid losses</p> <p><b>CO5:</b> Get acquaintance with the application</p>
7	21PCOC22	Business Research Methods	<p><b>CO1:</b> Understand the Concepts Relating to Business Research, Types and Process.</p> <p><b>CO2:</b> Identify the Research Problem and Draw the Design.</p> <p><b>CO3:</b> Prepare Questionnaire and Interview Schedule and Formulate &amp; Test the Hypothesis.</p> <p><b>CO4:</b> Adopt Appropriate Statistical Tools for the Inferences.</p> <p><b>CO5:</b> Write a Research Report.</p>
8	21PCOC23	Applied Operations Research	<p><b>CO1:</b> Understand the conceptual aspects of operations research and programming problem</p> <p><b>CO2:</b> Apply Assignment and Transportation methods for effective operation of business</p>



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			<b>C03</b> Solve the problems related to Game theory <b>C04</b> Perform Queuing models <b>C05</b> Know the techniques of project uncertain activities of any project.
9	21PCOC24	Applied E-Commerce	<b>C01:</b> Gain basic knowledge on electronic commerce concepts <b>C02:</b> Develop the knowledge on Network Infrastructure <b>C03:</b> Use electronic commerce <b>C04:</b> Understand security framework <b>C05:</b> Gain essential knowledge on directory services and Cyber laws
10	21PCON21	Banking Technology	<b>C01</b> :Understand E-banking technologies <b>C02:</b> Know the impact of IT on Banking Sector. <b>C03:</b> Understand the technologies used in Banking activities <b>C04:</b> Identify the Issues Relating to E-business environment <b>C05:</b> Recognize the security systems in digital banking
11	21PCOC31	Advanced Corporate Accounting	<b>C01:</b> The Student gather knowledge pertinent to joint stock companies <b>C02:</b> The student can understand and prepare the accounts of Holding Companies <b>C03:</b> The student can able to prepare the accounts of Banking Companies <b>C04:</b> The student could



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			prepare the Insurance Company accounts <b>C05:</b> The student is able to understand and prepare the Double Account System
12	21PCOC32	<b>Accounting for Management</b>	<b>C01:</b> Enable students to analyze financial statement , Liquidity , solvency and Profitability <b>C02:</b> Enable students to prepare Fund flow and Cash Flow statement <b>C03:</b> Enable students to Identify the Break Even and able to apply <b>C04:</b> Enable students to apply Standard costing to analyze variance <b>C05:</b> Enable students to prepare performance budgeting
13	21PCOC33	<b>Direct Taxes</b>	<b>C01:</b> To know the basic concepts with regard to direct taxes <b>C02:</b> To determine the income from salary of individuals also to compute the income from house property <b>C03:</b> To compute the capital gains and income from business or profession <b>C04:</b> To analyze the provisions for set off and carry forward of losses. <b>C05:</b> To determine the taxable income of individuals



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14	21PCOE31	<b>Computerized Accounting and Office Automation</b>	<p><b>CO1:</b> Able to Create ledgers and Bill wise details of a company in a computerized format</p> <p><b>CO2:</b> Helps to analyze financial accounts and stock summaries</p> <p><b>CO3:</b> Gain in-depth knowledge to calculate purchase orders, sales order and salary payment</p> <p><b>CO4:</b> Able to describe the procedure and provisions in filing of GST returns and claiming refund</p> <p><b>CO5:</b> Enable the students to prepare the final accounts with GST</p>
15	21PCOE34	<b>Financial Markets &amp; Services</b>	<p><b>CO1:</b> Understand the basic concepts of financial markets</p> <p><b>CO2:</b> Gain knowledge on the working of commercial paper market, including bill market</p> <p><b>CO3:</b> Describe the evolution and types of capital market</p> <p><b>CO4:</b> Understand the functioning of various financial institutions such as NABARD, EXIMbank, etc.</p> <p><b>CO5:</b> Know the working of various credit rating agencies such as CRISIL, etc.</p>
16	21PCOC41	<b>Indirect Tax</b>	<p><b>CO1:</b> To teach the features, and benefits of GST</p> <p><b>CO2:</b> To enable students to learn important definitions on GST</p> <p><b>CO3:</b> To learn the registration procedure</p>





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			<p>relating to GST</p> <p><b>C04:</b> To teach the various aspects of assessment of GST</p> <p><b>C05:</b> To learn the important provisions of GST</p>
17	21PCOC42	<b>Advanced Financial Management</b>	<p><b>C01:</b> Gain an understanding of the theoretical framework of financial management in business corporations</p> <p><b>C02:</b> Apply the tools of Capital budgeting</p> <p><b>C03:</b> Determine cost of capital to analyze the long-term profitability of the company.</p> <p><b>C04:</b> Apply tools to manage inventories &amp; receivables.</p> <p><b>C05:</b> Identify the procedures in formulating dividend policies of the companies</p>
18	21PCOPR1	<b>Project</b>	<p><b>C01:</b> Know the various institutions assisting entrepreneurship</p> <p><b>C02:</b> Understand the procedure to start the new venture</p> <p><b>C03:</b> Develop the skill of job creators</p> <p><b>C04:</b> Facilitates to identify new ideas and ventures</p> <p><b>C05:</b> To develop the Employability skill.</p>
19	21PCOE41	<b>Entrepreneurship &amp; Management of Small Business</b>	<p><b>C01:</b> Know the various institutions assisting entrepreneurship</p> <p><b>C02:</b> Understand the procedure to start the new venture</p> <p><b>C03:</b> Develop the skill of</p>



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			<p>job creators</p> <p><b>C04:</b>Facilitates to identify new ideas and ventures</p> <p><b>C05:</b>To develop the Employability skill.</p>
20	21PCOE44	<p><b>Human Resource Management Accounting and Audit</b></p>	<p><b>C01:</b> Gain basic understanding of Human Resource Management and it's essential role in contemporary organizations</p> <p><b>C02:</b> Furnish the various job-related aspects</p> <p><b>C03:</b> Evaluate the quality aspects of human resources training and development</p> <p><b>C04:</b>Discuss the Performance Appraisal</p> <p><b>C05:</b>Describe about Human Resource Records , Reports and Audit</p>