

**A.V.V.M. SRI PUSHPAM COLLEGE (AUTONOMOUS),
POONDI-613 503, THANJAVUR**



1.1.1 Curricula developed and implemented have relevance to the local, national, regional and global developmental needs which is reflected in Programme outcomes (POs), Programme Specific outcomes (PSOs) and Course Outcomes (COs) of the Programmes offered by the Institution

COURSE OUTCOMES

M.COM (2017-2018)

Semester	Category	Paper Code	Title of the Paper	Outcome
I	Core	17P1CMC1	Management Concept and Organizational Behaviour	<ul style="list-style-type: none"> To enlighten knowledge of students in management techniques and to understand the behavioural aspects of individuals in an organization.
	Core	17P1CMC2	Accounting for Management	<ul style="list-style-type: none"> To make students expect knowledge of the techniques of management Accounting including the use of various financial tools as aids to decision making.
	Core	17P1CMC3	Managerial Economics	<ul style="list-style-type: none"> This subject aims at enabling the managers in different spheres to take wise managerial decisions to the areas like production, pricing, distribution and marketing to benefits all the stake holders.
	Core	17P1CMC4	Marketing Management	<ul style="list-style-type: none"> To make students understand the role of marketing managers to plan implement and control marketing activities and managing the marketing mix.
	Major Elective-I	17P1CMEL1A/ 17P1CMEL1B	Industrial Relations and Labour Laws Strategic Management	<ul style="list-style-type: none"> This course is to provide knowledge to the students to understand various legislations providing labour welfares and controlling industrial relations. <p>(or)</p> <ul style="list-style-type: none"> To make an understanding the concepts and application of strategic management techniques
	Core	17P2CMC5	Company Law	<ul style="list-style-type: none"> To enlighten the knowledge of students on Companies Act, 2013 and various intricacies of company management.
	Core	17P2CMC6	Customer Relationship	<ul style="list-style-type: none"> To facilitates the students to understand the

II			Management	process of CRM, implementation of CRM Strategies and customization of services.
	Core	17P2CMC7	Direct Taxes	<ul style="list-style-type: none"> To understand the basic concepts of direct tax and planning.
	Core	17P2CMC8	E – Business	<ul style="list-style-type: none"> To make the students gain expert knowledge of fame work of E-Business.
	Core	17P2CMC9	Optimization Techniques	<ul style="list-style-type: none"> This Course aims at educating the students with various uses of optimization techniques To study Linear programming, transportation problem and assignment problems To study various methods for solving algebraic equations, interpolation of polynomials and sampling techniques.
	Major Elective-II	17P2CMEL2A/ 17P2CMEL2B	Tourism Marketing Insurance Risk Management	<ul style="list-style-type: none"> To make the students to gain knowledge in the field of tourism and hotel industry. (or) <ul style="list-style-type: none"> To impart knowledge on the theory of insurance and to educate the process of insurance activities in India.
	Core	17P3CMC10	Advanced Cost Accounting	<ul style="list-style-type: none"> To make the students to gain expert knowledge of costing systems and methods. To train the students the way of solving problems. To make the students understand the conceptual frame work and practice of variance analysis. To impact high level of academic level knowledge.
	Core	17P3CMC11	Investment Management	<ul style="list-style-type: none"> To create awareness among the candidates about the fundamental aspects of investment, security market, and to help them gain knowledge as security analysis and portfolio management.

III	Core	17P3CMC12	Advanced Financial Management	<ul style="list-style-type: none"> To make the students to gain expert knowledge in financial management.
	Core	17P3CMC13	International Business	<ul style="list-style-type: none"> To provide exposure of theoretical foundations of international business. To realize the importance of international business environment for the economy growth
	Core	17P3CMC14	Human Resource Management	<ul style="list-style-type: none"> To impart knowledge of students on understanding and managing human resources in organizations.
	EDC	17P3CMEDC	Stock Market Practices	<ul style="list-style-type: none"> Evaluate the government securities, non security forms of investment.
IV	Core	17P4CMC15	Advanced Accounting	<ul style="list-style-type: none"> To make the students to understand the detailed concepts of Advanced Accounting.
	Core	17P4CMC16	Research Methodology	<ul style="list-style-type: none"> To make the students to gain knowledge of different aspects of Research Methodology at different stages i.e., from the identification of the problems and up to preparing the report of the research study.
	Core	17P4CMC17	Practical Banking	<ul style="list-style-type: none"> To have an idea about Banking system To help students to learn the latest developments in modern banking.
	Major Elective-III	17P4CMEL3A 17P4CMEL3B	Indirect Taxes Financial Market and Services	<ul style="list-style-type: none"> To know the Tax structure of India. To make the students gain expert knowledge in the principles of Indirect Tax. To have practical knowledge about Indirect taxes. To follow suitable tax planning in Indirect taxes. <p>(or)</p> <ul style="list-style-type: none"> The Course aims at providing the students, basic knowledge about the Finance, Markets and various services provided in those markets. The syllabus is structured in a way which provides adequate information about the roles

				<p>of intermediaries and its regulating bodies. The course also provides information about the prevailing financial system in India.</p>
	Project	17P4CMPR	Project Work	<ul style="list-style-type: none"> • Undertake problem identification, formulation and solution. • Demonstrate the knowledge, skills and attitudes.
	CN	17P4CMCN	Comprehensive Knowledge	<ul style="list-style-type: none"> • To better for the preparations of Competitive Exams in advance.