



Annai College of Arts & Science
Quality Education for Today & Tomorrow
Kovilacheri, Kumbakonam. 612 503. Ph: 0435 2453007
Accredited by NAAC with "B" Grade & Recognized by UGC under Section 2(f) & 12(B)
Affiliated to Bharathidasan University, Tiruchirappalli. E-Mail: acasdmn@gmail.com

DEPARTMENT OF COMMERCE

(BANK MANAGEMENT)

Programme outcome, Programme Specific outcome
and
Course outcome

HOD

IQAC

PRINCIPAL



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Programme Outcome:

PO1: After completing three years of Bachelor Degree in Commerce B.Com-(BM) Program, students will gain a through grounding in the fundamentals of Bank management.

PO2: The students will get the knowledge for analyze the finance and cost control, overall Communication and business ethics.

PO3: The fields of finance administration, and tax formalities, frame the agenda & communicating with the entire levels will focus on curriculum offers a number of specializations and practical exposures.

PO4: The students has to face the modern-day challenge in Manager roles in business organization.

PO5: The learners would outlook the course which offer number of value based and job oriented courses ensures that students are trained into up to date.

PO6: The students are learning the advanced accounting courses beyond the introductory level development and organization levels development.

PO7: The students will have capacity to start a business individually.

PO8: The outlook of the course is focused on the value based and job oriented.



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Programme Specific Outcome:

PSO1: Students will be able to demonstrate in advanced learning of various company formation of accounting system & communication process from top to lower level of management .

PSO2: Students will be able to demonstrate the knowledge in computerized set of accounting system with GST Provisions.

PSO3: Students will be able to progressive affective domain development of values, the role of accounting in society and business.

PSO4: Students will be learn in relevant financial accounting career skills applying both quantitative and qualitative knowledge to their future careers in business.(banking sectors)

PSO5: They will gain through systematic and subject skills within various disciplines of commerce, business accounting, economics, finance, marketing and entrepreneurial skills.

PSO6: Learners will be able to recognize the features and roles of businessman entrepreneur, managers, consultant and company secretary ship.

PSO7: Learners will be able to prove in ability to engage in competitive exams like CA, ACS, ICWA, BSRB, PG Courses like M.Com, MBA and other arts courses.

PSO8: Learners will demonstrate the skills like effective communication, decision making, problem solving in day to day business affairs, especially leadership qualities.

PSO9: Learners will involve in various co- curricular activities to demonstrate relevant of foundational and theoretical knowledge of their academic courses.

PSO10: Students would acquire the practical skills to as tax consultant, audit assistant in financial services and institution.



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Course Outcomes:

Name of the Course with Subject Code	Course Outcomes
PRINCIPLES OF ACCOUNTANCY : 16CCCCM1	<p>CO-1 To be aware of the basic principles of accounts and its applications in Business.</p> <p>CO-2 To widen the skill of recording financial transactions and preparations of reports.</p> <p>CO-3 To attain the knowledge of accounting procedure and preparation final accounts.</p> <p>CO-4 To obtain conceptual knowledge of basics of accounting.</p> <p>CO-5 Identify proceedings that necessitate to be recorded in the accounting records.</p> <p>CO-6 Describe the role of accounting information and its precincts.</p>
MARKETING: 16CCCCM2	<p>CO-1 To facilitate the students to get knowledge about marketing and its promotional aspects.</p> <p>CO-2 To make them be aware of the important marketing terminologies.</p> <p>CO-3 To build them apparent about product pitch.</p> <p>CO-4 Get to be acquainted with about various marketing functions.</p> <p>CO-5 To identify the role and various marketing systems.</p> <p>CO-6 They acquire a clear knowledge about product promotion and so as to create brand building.</p>
BUSINESS MANAGEMENT: 16CACCBM1A	<p>CO-1: To impart perceptive on the concepts and principles of Management and application of practices in various organization.</p> <p>CO-2: To know the importance of administration and management.</p> <p>CO-3: To learn about ethics of industry and various types of organizations.</p> <p>CO-4: To understand the principles of management in traditional and modern scientific technique.</p> <p>CO-5: To learn the details about planning and MBO.</p> <p>CO-6: Understand about coordination and control principles and techniques.</p>



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	<p>CO-7: To analyze and evaluate the organizational decision with legal and ethical aspects of business environment.</p>
<p>BANKING THEORY LAW AND PRACTICE : 16CCCBM4</p>	<p>CO-1: To learn the theory and practice of banking and to understand the process of banking activities. CO-2: To provide the knowledge of banking and to understanding of banking law and practices. CO-3: To make the students on the practical disclosure to the banking services. CO-4: It enables to understand the laws prevailing in reference to banking. CO-5: It helps to understands various kinds of banking services and laws related to them. CO-6: To disseminate knowledge among the students with theoretical structures about banking and insurance. CO-7: To train and equip the students with the skills of modern banking theory law and practices. CO-8: Students will be taken for trainings to banks and insurance companies. CO-9: To develop and inculcate the traits of professionalism amongst the students. CO-10: Professional attire, professional communication skills and professional discipline will be inculcated.</p>
<p>BUSINESS ECONOMICS: 16CACBM1B</p>	<p>CO-1: To educate the concepts and application of economic tools in business. CO-2: Student to attain the knowledge, the uses of economic models to isolate the relevant elements of managerial problems, identify the relationship. CO-3: To guide the students prepare them in to a managerial model to which decision Making tools can be practical. CO-4 : The principle of this course is to afford students with a basic understanding of the economic theory and analytical tools that can be used in decision making problems. CO-5: To Understand the various aspects of India's economy CO-6: Develop a perspective on the different business problems and approaches to economic planning and development in India. CO-7: Understand the role of the business Economy in the global context, and how different factors have affected this process.</p>



<p>FINANCIAL ACCOUNTING: 16CCCBM5</p>	<p>CO-1: To know the uses and users of accounting information. CO-2: To explain and apply accounting concepts, principles and conventions. CO-3: To prepare financial statements in accordance with appropriate standards CO-4: To explain the general purposes and prepare Bank Reconciliation Statement, insurance claims and depreciation accounting CO-5: To describe the main elements of financial accounting information - assets, liabilities, revenue and expenses CO-6: To understand the accounting procedures for single entry system. CO-7: To understanding the accounting system properly. CO-8: Preparation of ratification errors.</p>
<p>CO-OPERATIVE BANKING: 16CCCBM6</p>	<p>CO-1: Student will be able to understand the Communicate Concept and Characteristics of Co-operative banking. CO-2: To Explain about the Functional and Management aspects of Cooperative banking. CO-3: Organize a cooperative Banking institution based upon grassroots level after analyzing market condition. CO-4: It helps to understand the lending policies and procedures of district co-operative banks. CO-5: IT enables to know about the credit structure in the Indian Banking system.</p>
<p>BUSINESS LAW: 16CACBM1C</p>	<p>CO-1: To facilitate the students to gain knowledge about mercantile law and its importance. CO-2: To demonstrate an understanding of the legal environment of business. CO-3: To enables recognition of the requirements of the contract agreement. CO-4: To learn the nature of contract, consideration and capacity. CO-5: To educate the legality and statute of frauds in contracts. CO-6: The students can determine contract remedies. CO-7: Students would apply the basic legal knowledge to business transactions. CO-8: learners would Communicate effectively using standard business and legal terminology.</p>



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<p style="text-align: center;">CREDIT MANAGEMENT: 16CCCBM7</p>	<p>CO-1: To expose the students to learn the concepts of credit management.</p> <p>CO-2: To enable the student to know the process of credit management.</p> <p>CO-3: Student would apply the principles of credit management in a business environment.</p> <p>CO-4: Learner could analyze the effects of cost of credit to the business and economy as a whole.</p> <p>CO-5: To Provide basic advice on various aspects of credit management.</p> <p>CO-6: To understand Manage debt collections.</p> <p>CO-7: It enable to understand the 7C's of credit.</p>
<p style="text-align: center;">SERVICE MARKETING: 16CCCBM8</p>	<p>CO-1: To distinguish between products and services.</p> <p>CO-2: To enable the students to trace the growing importance of services and a vital role in decision making, development process and approaches.</p> <p>CO-3: To make the students able to apply theoretical and practical basis for assessing service performance.</p> <p>CO-4: To provide an in-depth appreciation and understanding of the unique challenges inherent in managing and delivering quality services.</p> <p>CO-5: To identify critical issues in service design including the nature of service products and markets, building service model and creating customer value.</p> <p>CO-6: The student will be able to explain describe and concepts including the 7's of marketing.</p>
<p style="text-align: center;">BUSINESS COMMUNICATION: 16CACBM1D</p>	<p>CO-1: To identify key elements and principles of communication</p> <p>CO-2: To demonstrate the ability to prepare and present themselves in public speaking.</p> <p>CO-3: To manage the preparation of documents and the application of procedures</p> <p>CO-4: To learn effective presentation skills.</p> <p>CO-5: Learner would able to differentiate between different methods of communication methods of Communication.</p> <p>CO-6: It enables to the importance of ethical communication Ethics in Business Communication.</p> <p>CO-7: Students should learn about the importance of staying connected with colleagues, other professionals, and Customers in the digital age Staying Connected.</p> <p>CO-8: To enhance the student to learn about the impact that word choice and tone can have on a business message.</p>



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<p>CORPORATE ACCOUNTING: 16CCCBM9</p>	<p>CO-1: To provide the students with knowledge of recent developments in corporate accounting. CO-2: To provide the ability to prepare consolidated accounts for a corporate group. CO-3: To understand the regulatory environment in which the companies are formed and operated. CO-4: To help the students understand the techniques of restructuring and liquidating corporate entities. To understand the value of goodwill and shares under various methods. CO-5: To understand the regulatory environment in which the companies are formed and operated. CO-6: To help the students understand the techniques of restructuring and liquidating Corporate entities. CO-7: To understand the value of goodwill and shares under various methods.</p>
<p>E-BANKING : 16CCCBM10</p>	<p>CO-1: To describe fundamental concepts behind modern e-banking technologies. CO-2: To introduce e-banking implementation modes. CO-3: To understand the importance of web application testing methodology and tools. CO-4: To identify the means by which attackers can acquire technical characteristics of a website. CO-5: To understand various technical solution enablers used to support policies and procedures for risk mitigation.</p>
<p>COMPUTER APPLICATIONS IN BANK :16CCCBM11</p>	<p>CO-1: To enable the students know about the importance of computer application in bank. CO-2: To apply logical skills and utilize web technologies. CO-3: To show the capability and limitations of computers in banking business. CO-4: To show positive attitudes for adapting and coping with a changing society with widespread utilization of computers. CO-5: To encourage students an understanding of implications of computer in bank. CO-6: To describe fundamental concepts behind modern e-banking technologies. CO-7: To introduce e-banking implementation modes. CO-8: To understand the importance of web application testing methodology and tools.</p>



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<p>MANAGEMENT ACCOUNTING: 16CCCBM12</p>	<p>CO-1: Have a clear view on business ethics, especially ethics related to accounting. CO-2: Use cost-volume-profit analysis in decision taking. CO-3: Set-up and use Activity-Based Costing CO-4: Decide relevant information for decision making, both for pricing and operational decisions. CO-5: Describe the benefits of budgets. CO-6: Set-up and use a master budget and Set-up and use flexible budget. CO-7: Execute variance analysis. CO-8: Understand, define, and implement management control systems and responsibility accounting. CO-9: Discuss and comment on management control systems in a decentralized organization.</p>
<p>ENTREPRENEURIAL DEVELOPMENT: 16MBEBM2</p>	<p>CO-1: To enable the students understand the conceptual and applied knowledge about entrepreneurship. CO-2: To develop the ability of analyzing various aspects of entrepreneurship. CO-3: To contribute to entrepreneurial and managerial potentials. CO-4: To develop the ability of analyzing and understanding business situations in which entrepreneurs can act and master. CO-5: To understand the role of Government in promoting entrepreneurs.</p>
<p>FINANCIAL MANAGEMENT : 16CCCBM13</p>	<p>CO-1 To facilitate the students to know the principles and practices of managing finance. CO-2 To exhibit an understanding of the overall role and importance of the finance function. CO -3 To show basic finance management knowledge. CO -4 It helps to know the finance function. CO-5 To understanding of the objectives of the finance manager . CO-6 To execute analytical reviews of financial results, proposals and plans.</p>
<p>INCOME TAX THEORY, LAW AND PRACTICE: 16CCCBM14</p>	<p>CO-1: To enable the students know about the provisions of income tax. CO-2: To understand the concept of exempted incomes. CO-3: To give an understanding of the relevant provisions of Direct Tax Code. CO-4: To understand the basic principles underlying the Income Tax compute the taxable income of an assessee.</p>



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	<p>CO-5: To analyze the assessment procedure and representation before appropriate authorities under the Law.</p> <p>CO-6: Student Learning Outcomes: By the end of the course students will be able to describe how the provisions in the corporate tax laws can be used for tax planning.</p> <p>CO-7: Students of the course will be able to explain different types of incomes and their taxability and expenses and their deductibility.</p> <p>CO-8: Students who complete this course will be able to learn various direct and indirect taxes and their implication in practical situations.</p> <p>CO-9: Students of the course will be able to state the use of various deductions to reduce the taxable income.</p>
<p>FINANCIAL SERVICES: 16CCCBM15</p>	<p>CO-1: To help the students to know the nature and types of financial services.</p> <p>CO-2: The students will understand how to apply different evaluation models to evaluate fixed income securities stocks and how to use different derivative securities to manage the investment risk.</p> <p>CO-3: The students to know the characteristics of financial assets such as money market instruments, bonds and stocks and how to buy and sell these assets in financial markets.</p> <p>CO-4: The students will identify with the benefit of diversification of holding a portfolio assets and the importance played by the market portfolio.</p>
<p>INVESTMENT BANKING:16MBEBM4</p>	<p>CO-1: To enable the students to know the nature and types of investments.</p> <p>CO-2: Students will know how to apply different valuation models to evaluate fixed income securities stocks and how to use different derivative securities to manage the investment risk.</p> <p>CO-3: To provide students to know and evaluate the various sources of investments.</p> <p>CO-4: Students will understand the characteristics of financial assets such as money market instruments, bonds and stocks and how to buy and sell these assets in financial markets.</p> <p>CO-5: Students will understand the benefit of diversification of holding a portfolio assets and the importance played by the market portfolio.</p>



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**INSURANCE
MANAGEMENT:
16MBEBM6**

CO-1: To enable the students to gain knowledge about insurance and its investment aspects.

CO-2: To make them understand the important investment technologies.

CO-3: To make them clear about investment pitch.

CO-4: Get to know about various investment functions.

CO-5: Know about the role and various investment systems

CO-6: They get a clear knowledge about engage in critical thinking.

CO-7: To analyzing situation and constructing and selecting viable solution and solve problem.

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