

# Annei 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

#### MASTER OF COMMERCE

Attainment of Programme outcome, Programme Specific outcome with Course outcome

Coordinator

IOAC Co-ordinator Annai College of A to Displance Kovilacheri, Kunwakenam-612 503

**PRINCIPAL** 

Principal Annai Collage of Arts & Science



# Mapping of Programme outcome, Programme Specific outcome with Course outcome

#### Programme outcome:

- **PO-1:** While acquiring the degree of M com to attain disciplinary knowledge and to our students attain strong ground in accounting and finance skills to facing the accounting problems in the corporate world.
- **PO-2:** To enable a student's gets the knowledge for taxation, Banking, Marketing, Finance, Accounting and communication skills. And also the curriculum offered number of specializations and practical exposures to our students.
- **PO- 3:** The outlook of the course is focused on the value based and job oriented. And ensure the students are trained in critical thinking to the current updates.
- **PO-4:** The students gets various skills like, Accounting Manager, Clerical administrator, Marketing manager, Sales manager, and overall administrative capabilities and also the analytical thinking of the company.
- PO-5: After completion of the course the students are abilities to take decision making, professional Skills and problem solving abilities.
- PO- 6: The student well versed in national as well as international trends.



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#### Programme Specific outcome:

**PSO-1:** After completing M com Degree, The students able to research in their chosen areas.

**PSO -2:** They are to become self learning as a Manager, Accountant, Bank Manager, Auditors, Company Secretary, Teacher, Professor, Entrepreneur, Tax Practitioner, Stock Broker.

**PSO-3:** The students are ability to learn lifelong learning and to prove themselves like professional skill CA, ACS, CMA, IBPO as well other courses.

PSO-4: Student working as data analyst.

**PSO-5:** The Students work as investment consultants in banking and insurance.

**PSO-6:** The learners attain financial accounting career skills to apply qualitative and quantitative to future careers.



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### MASTER OF COMMERCE

#### **MANAGERIAL ECONOMICS: P16MC11**

Course outcome		Progra	amme	outco	ome		P	rograi	nme S	pecific	outcor	ne
	PO 1	PO 2	PO 3	PO 4	<b>PO</b> 5	PO 6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO
CO1. To make the students to realize the usefulness of economic tools, principles & laws in making business decisions.	$\nearrow$			$\nearrow$				<u></u>				
CO2. Student to learn use economic models to isolate the relevant elements of managerial problems. Identify the relationship and formulate them in to a managerial model to which decision making tools can be applied.			1						1	1		
CO3. The purpose of this course is to provide students with a basic understanding of the economic theory and analytical tools that can be used in decision making problems.	/	1						1	/			



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### MASTER OF COMMERCE

SERVICES MARKETING: P16MC12

Course outcome		Prog	ramm	e out	ome		Pr	ogram	me Si	pecific	Outco	me
	PO 1			PO 4	PO 5	PO 6	PSO <sub>1</sub>	PSO <sub>2</sub>	PSO <sub>3</sub>	PSO <sub>4</sub>		
CO1. To enable students to gain expert knowledge on marketing of various services.	/						1	/	1303	1304	PSO5	PSO6
CO2. To provide students with an appreciation of concepts, functions and techniques of the craft of marketing services.			1			1		/				
CO3. The students will be able to provide a theoretical and practical basis for accessing service performance using company examples.							1					
CO4. The students will be able to explain service blueprinting, the integration of new technologies and other key issues facing today's customer service managers.				1	1		1			1		



### MASTER OF COMMERCE

#### **CORPORATE LAWS: P16MC13**

Course outcome		Progr	amm	e out	ome		Pr	ograi	nme S	Specifi	c outco	ome
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6		PSO <sub>2</sub>	PSO3	PSO4	PSO5	PSO6
CO1. To make the students understand the legal framework with reference to companies in India.	/		$\nearrow$									1000
CO2. To determines partnerships or company concept and company agreement.		/	7/						7			
CO3. The describes the concept of general partnerships and general partnership will be able to distinguish from other partnerships.	/							1				
CO4. To describe the concept of joint stock companies will be able to distinguish them from other partnership and companies	/			/	1		/					



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#### MASTER OF COMMERCE

#### **INCOME TAX THEORY LAW AND PRACTICE: P16MC14**

Course outcome		Prog	ramn	ne out	come		Pı	ogran	nme Sj	pecific	outco	me
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1. To acquaint Students to know the latest Income Tax Law and enable them to file Income Tax Returns	او											
CO2. To enable the students to know the provisions of income tax.			/									
CO3. Acquire the complete knowledge of basic concepts of income tax.	/					1						
CO4. Understand the concept of exempted incomes.				1		1						
CO5. Understand the provisions of agricultural income.			1					1				
CO6. Students can calculate the residential status of a person.	/	7										
CO7. It helps to compute the income under head "Income from Salary".	/					1	1	1		/	7	
CO8. It helps to compute the income under "Income from House Property".			/						7			
CO8. It helps to compute the income under "Income from Business or profession".									1			



#### MASTER OF COMMERCE

#### **RETAIL MANAGEMENT: P16MCE1B**

Course outcome		Prog	ramm	e out	come		Pı	ogran	nme	Specif	ic outc	ome
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1. To gain an in-depth knowledge about retail management.	/						/	1		7		
CO2. To explain the design, implementation and assessment of retailing strategies based on consumer needs and market changes.	/	7			7			1				
CO3. To describe the process of conceiving producing and selling fashion products instore online retailing.		/	7						7			
CO4. To demonstrate the skill needed to develop ideas and make decisions based on ethics, proper research analysis and critical thinking.		,					/		1			



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### MASTER OF COMMERCE

#### **ADVANCED FINANCIAL MANAGEMENT: P16MC21**

Cou	rse outcome		Progr	amm	e out	come		Pı	ogran	nme S	pecific	outco	me
		PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO1	PSO <sub>2</sub>	PSO <sub>3</sub>	PSO4	PSO5	PSO6
know th	ole the students to ne principles and es of managing				1								
role and	nonstrate an anding of the overall I importance of the function.	/	1										
	onstrate basic finance ement knowledge.			1									
underst applica	ble the students and concepts and tion of financial ement tools.				/			/	7				
	s to understand function.		/	7						,	7		
	nstrate understanding goals of the finance er.			7						-			
	n analytical reviews of al results, Proposals ans.		7		/				/	1			



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### MASTER OF COMMERCE

### QUANTITATIVE TECHINIQUES FOR BUSINESS DECISIONS: P16MC22

Course outcome		Pro	gramı	me out	come		Pro	ogran	nme Sj	pecific	c outc	ome
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6		PSO <sub>2</sub>				PSO6
CO1. To acquaint the students with the statistical tools and techniques for managerial decisions.	1	/	7				7		7			
CO2. To apply mathematics to technical problems in business management.	/	/					1		1			
CO3. It helps to appreciate the value of mathematical reasoning and analysis in daily life situation.			1				1					
CO4. It enables to realize the importance of certain mathematical techniques in getting the best possible solution to a problem involving limited resources.			1			1	1					1



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#### MASTER OF COMMERCE

#### **HUMAN RESOURCE MANAGEMENT: P16MC23**

Course outcome		Prog	ramn	ie out	come		Prog	gramı	me Sp	ecific	outco	ome
	PO 1	PO 2	PO 3	PO 4	PO 5	<b>PO</b> 6	PSO1	PSO <sub>2</sub>	PSO3	PSO4	PSO5	PSO
CO1. To impart knowledge on the concepts and principles of HRM followed in different types of organization.				/			/		1			
CO2. To know about HRM and its functions.												
<b>CO3.</b> To understand the job evaluation and job analysis.	/								1			
<b>CO4.</b> To familiarize the theories of motivation and leadership styles.		/										
<b>CO5.</b> To understand the recruitment and selection policy of an organization.							/	<u> </u>				
CO6. To know the training and development and performance appraisal.				$\nearrow$								
CO7. Aware of development, implementation and evaluation of employee recruitment, selection and retention plans and process.			,					,				
CO8. They get to know about the behavior and attitudes to be followed within the organization.		/	7									
CO9. Enhance their leadership qualities.		/	7 /									
CO10. Induce motivation and other skills required for personnel development.		/	7									



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### MASTER OF COMMERCE

### FUNDAMENTALS OF INFORMATION TECHNOLOGY: P16MC24

Course outcome		Pro	gramı	ne ou	tcom	: P161 e			mme S <sub>j</sub>	pecific	c outco	ome
CO1 T	PO	1 PO 2					PSO <sub>1</sub>		T	PSO4		
CO1. To enable the students to acquire knowledge in computers, Information Technology and to develop skills in computerized Accounting system both theory an in practical.			1			700	/	1302	1303	P504	PSO5	PSO6
CO2. It helps them to pursue specialized programs leading to technical and professional carries and certifications in the IT industry.	/	1						1				
CO3. It enables to understand basic concept and terminology of information technology.						_			1			
CO4. It helps to know the basics of personal computers and their operations.		1					1	/				



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### MASTER OF COMMERCE

### ORGANISATIONAL BEHAVIOUR: P16MCE2A

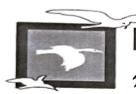
Course outcome		Progr	amm	e out	come		Pı	ogran	nme St	ecific	outcor	ne
CO1 m	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO <sub>1</sub>	PSO2	PSO <sub>3</sub>	PSO4	PSO5	PSO
CO1. To make the students understand the basics of individual behavior of people at work and enable them to gain knowledge relating to overall development of the organization.	/	1					1	1002	<u></u>	1304	1303	F30(
<b>CO2.</b> To helps the students to develop cognizance of the importance of human behavior.	$\mathcal{N}$			/	7		1	1				
CO3. It helps to demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.	1		1				1	1				
CO4. It enables to demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization.		1					1	-		1		



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### MASTER OF COMMERCE

TOTAL QUALITY MANAG			Prog	ramn	e out	come			Pı	ogram	ime S	oeciii(	Juice	71110
Course outcome	PO	1	PO 2	PO 3	_		PO	6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1. To make the students understand the recent concepts of total quality management and their importance in both manufacturing and service organization.	/		1						_					
CO2. To evaluate the principles of the quality management and to explain how these principles can be applied with in quality management systems.		7			_	7				1	1	,		
cO3. It enables to identify the key aspects of the quality improvement cycle and to select and use appropriate tools and techniques for controlling, improving and measuring quality.		7			7							7		
CO4. It able to critically appraise the organizational communication and team work requirement for effective quality management.		7	1											



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#### MASTER OF COMMERCE

#### ADVANCED CORPORATE ACCOUNTING: P16MC32

Course outcome		Prog	gramn	ne ou	tcome		P	rograi	mme S	Specifi	c outc	ome
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1. To enable the students to understand the detailed concepts of corporate accounting methods from different types of companies.	/		/				1					
CO2. To enable the students to know about accounting procedure in corporate accounting.	\rightarrow	/							1			
CO3. To understand the regulatory environment in which the companies are formed and operate.	1	~					/	1				
CO4. To Understand the treatment regarding issue of bonus shares and treatment of prior period profits		1										
CO5. Have a solid foundation in accounting and reporting requirements of the companies act and relevant Indian accounting standards.		1					1		1			



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									1
CO6. Have a comprehensive understanding of the advanced issues in accounting for assets, liabilities and owner's equity.	/	/					1		
CO7.Account for mergers and amalgamations.		_	/						
CO8. Value goodwill and shares under various methods.	/					1	1		1



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#### MASTER OF COMMERCE

#### **RESEARCH METHODOLOGY: P16MC33**

Course outcome			Prog	ramn	e out	come		P	rogra	mme S	Specific	c outco	me
	PO	1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
<b>CO1.</b> To make the students understan the research process and the methods of presenting report.	<b>ノ</b>		<u> </u>								1		
CO2. To familiarize participants wit basic of research and the research process.			1	1			<u> </u>		<u></u>		1		
CO3. Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.	/	1	1					1		1	1		
CO4. Students have the basic knowledge on qualitative research techniques, measurement and scaling techniques as well as the quantitative data analysis, and hypothesis testing procedures.					7								



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### MASTER OF COMMERCE

### STRATEGIC MANAGEMENT: P16MC34

Course outcome		Prog	gramn	ne outc	ome		Pr	ogram	me Sp	ecific	outco	me
CO1. To make an understanding the concepts and application of strategic management techniques.	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO2. To expose students to various perspectives and concepts in the field of strategic management.	1		1									
CO3. The course would enable the students to understand the principles of strategy formulation implementation and control in organizations.	/		/				1	1				
CO4. To help students develop skills for applying this concepts to the solution of business problems an master the analytical tools of strategic management.									/			



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#### MASTER OF COMMERCE

#### **EXPORT MARKETING: P16MCE3A**

Course outcome			Prog	gram	m	e out	COI	me		P	rogram	me S	pe	cific o	utcom	
	PO	1	PO 2	PO	3	PO 4	F	PO 5	PO 6	PSO1	PSO 2	PSO	3	PSO 4	PSO 5	PSO 6
CO1. To create awareness on the concepts of export and export marketing procedures.	S	,	1							1	1				1	
CO2. Develop understanding of the meaning of the difference between markets for the identification of export marketing opportunities.			$\mathcal{I}$		7						1	0	1			
CO3. To development of knowledge and understanding learn how to analyze export markets and opportunities.		7									_					
CO4. It helps to learn how to prepare export marketing plan develop skills for operational export activities implementation.		7					7				1					



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### MASTER OF COMMERCE

### INVESTMENT MANAGEMENT: P16MC41

Course outcome			ramm	e outo	ome		Pr	ogram	me St	ecific	outco	me
001 7	PO 1	PO 2		PO 4		PO 6		PSO2	PSO <sub>3</sub>		PSO5	PSO6
CO1. To make the student to understand the investment opportunities and portfolio management.	1	<i>✓</i>	103	PO 4	PO 5	PO 6	PSOT	PS02	PSUS	1504	P505	P506
CO2. To enable the students to know the nature and types of investments.		1	1									
CO3. Students will now how to apply different valuation models to evaluate fixed income securities stocks and how to use different derivative securities to manage the investment risky.		1	1						✓	1		1
CO4. To provide students to know and evaluate the various sources of investments.		<b>✓</b>										
CO5. 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.				A			<u></u>				$\mathcal{I}$	
CO6. Students will understand the benefit of diversification of holding a portfolio assets and the importance played by the market portfolio.			/	<i></i>				1	1			



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### MASTER OF COMMERCE

### ADVANCED COST & MANAGEMENT ACCOUNTING: P16MC42

Course outcome		Prog	gramı	ne out	come		Pro	gram	me Sp	ecific	outc	ome
	PO 1	,	-			PO 6	A			garant and a sure of the sure of		
CO1. To create knowledge on various aspects of the braches of cost and management accounting techniques.	_	>	\( \tag{7}						1			
CO2. Analyze cost-volume-profit techniques to determine optimal managerial decisions.		✓	1									
CO3. Perform cost variance analysis and demonstrate the use of standard costs in flexible budgeting.						1		/		1		
CO4. Prepare analyses of various special decisions, using relevant management techniques.			V	/	<i></i>			/	/			
CO5. Calculate various accounting ratios, reports and relevant data.									/			
CO6. Differentiate methods of schedule costs as per unit of production	1	1						/	1	-	7	
CO7. Differentiate methods of schedule costs as per unit of production.			,	1						1		
CO8. Identify the specifies of different costing methods.				7						1		



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CO9. Analyze cost volume profit techniques to determine optimal managerial decisions.						
CO10. Apply cost accounting methods for both manufacturing and service industry.	/	/		-	1 1	



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#### MASTER OF COMMERCE

### PROJECT MANAGEMENT: P16MCE5A

Course outcome		Prog	ramm	e out	come		P	rogr	ecifi	ecific		
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6
CO1.To impart knowledge on the formation of projects to implementation of projects.	/	1	/		3							
CO2. To manage the scope, cost timing and quality of the project, at all times focused on project success as defined by project stakeholders		/	1				/	1 /				
CO3. It enables to identify the project goals, constraints, deliverables, performance criteria, control need and resource requirements in consultation with stakeholders.	s .		/	1					~	1		
CO4. It helps to implement project management knowledge, process life cycle and the embodied concepts, tools and techniques in order to achieve project success.			1	,	/	1.				and and any control of the second	1	



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### Overall Attainment of POs, PSOs and COs

Parameters	2016-2017	2017-2018	2018-2019	2019-2020	2020-2021
Pass Percentage	-	100%	100%	93%	100%
University Rank Holders	-	01	-	-	01
No. of Students pursuing Higher Education	-	-	-	-	05
No. of Students Placed	-	-	01	03	01
No. of Students self-employed/Entrepreneurs	-	02	01	01	02
Internships/ Field Projects	01	01	01	01	01
Industrial visits	01	-	01	01	-
Other co-curricular activities (Seminar, Webinar And Conference)	03	03	03	02	04
Subject Games	9	06	3	04	-
Case Study / Role Play / Quizzes	2	-	1	01	01
Workshop	-	02	-	-	-
Bridge Course	01	01	01	01	01
Extra-Curricular Activities (Sports & Fine Arts)	-	-	-	-	-

PRINCIPAL

Primolpal Annal Coll., a of Art. & Science Karlashey was shell fee