

# MAR GREGORIOS COLLEGE OF ARTS & SCIENCE

## M.COM GENERAL

### PROGRAMME SPECIFIC OUTCOMES

PSO1: To develop skills in the preparation of accounting statement

PSO2: To inculcate knowledge in the field of organizational dynamics

PSO3: To understand marketing practices in service sector

PSO4: To develop the skills in application of research methods.

PSO5: To understand ethical issues and good governance practices

### COURSE OUTCOMES

COURSE NAME	COURSE OUT COMES
<b>SEMESTER- I</b>	
Advanced Corporate Accounting and Accounting Standards	CO1. Solve the Problems in Share capital, Debentures, Valuation of Goodwill
	CO2. Apply the procedures Acquisition, amalgamation, Absorption and Reconstruction
	CO3. Compare the Holding and Subsidiary companies procedures & process
	CO4. Compute Liquidation
	CO5. Recollect Accounting Principles and practices recommended by ICAI and apply in Problem Solving
Financial Management	CO1: To impart financial management about procurement, sources and utilization of funds effectively
	CO2: To understand the capital structure factors, theories, debt equity proportion and leverages analysis
	CO3: To help the students to understand the concept that the cost of capital is the required return
	CO4: To understand investment decisions under various circumstances
	CO5: to indicate that working capital is the level of liquidity to meet its current assets and liability
Organizational Behavior	CO1:To impart the knowledge of organizational behaviour
	CO2:To understand the basic levels of human relations in organization
	CO3 To analyze and compare different models to explain individual behavior related to motivation and rewards
	CO4:To identify various leadership styles and the role of leaders in a decision making process
	CO5. To discuss the implementation of organizational change
Managerial Economics	CO1. To understand the basic elements of managerial economics aspects , its nature and decision making
	CO2. To understand the law of demand , supply forecasting , consumer

	<p>CO3.To understands theories of profit, profit maximization and analysis of Break Even Point.</p> <p>CO4. To know and understand the law of diminishing proportion, product function and Economies of scale .</p> <p>CO5. To understand the Pricing policy under Perfect Competition Monopoly, Monopolistic Competition , Oligopoly and Pricing Objectives; and methods for production to minimize the cost and maximum the profit</p>
Customer Relationship Management	<p>CO1. To explain the value of relationship Management Strategy</p> <p>CO2.To analyse different components of CRM</p> <p>CO3.To know the different benefits of CRM system</p> <p>CO4.To knows the different CRM system in Different Institution and Industries.</p> <p>CO5.Tomeasure the success of Relationship Management efforts.</p>
<b>SEMESTER- II</b>	
Advanced cost and Management Accounting	<p>CO1.To understands the relationship between cost accounting-financial accounting and managerial accounting</p> <p>CO2.To impart knowledge about the fixed, variable, semi-fixed and semi-variable cost concepts</p> <p>CO3. To analyze the relationship between the cost-volume and profit.</p> <p>CO4.To determines the budgeting and operating budgets concepts.</p> <p>CO5. To provide the knowledge of break-even sales price, break-even sales volume, total contribution margin, unit contribution margin, margin of safety, security ratio and profit margin concepts</p>
Quantitative Techniques for Business Decisions	<p>CO1: Helps to give proper idea on Basic probability concepts and probability distributions as an aid to business decision making</p> <p>CO2: To provide knowledge about various Methods of Sampling.</p> <p>CO3: To provide practical exposure on Chi-square test and Analysis of variance -One way and Two way classification</p> <p>CO4: To provide practical exposure on calculation of measures of Correlation and Regression Analysis</p> <p>CO5: To give practical exposure to Linear Programming Problems, TranPSOrtation and Assignment Problems</p>
Marketing of Services	<p>CO1. To understand the classification of services and implications</p> <p>CO2. To identify Marketing strategies for service firms</p> <p>CO3. To understand the Pricing of services</p> <p>CO4. To understand Marketing of financial services</p> <p>CO5. To identify Customer Relationship Marketing</p>
Total Quality Management	<p>CO1:To make students understand about the Total Quality Management Concepts</p> <p>CO2: To understand the features of Quality Management in India</p> <p>CO3: To help the students to learn recent Quality Management techniques</p> <p>CO4: To help the students to know about zero defect</p>

	CO5: To discuss the steps in getting ISO Certification
Consumer Behaviour	CO1.To identify the major influences in consumer behaviour
	CO2. To distinguish between different consumer behaviour influences and their relationships
	CO3.To identifies and explains the factors which influence consumer behaviour.
	CO4.To establish the relevance of consumer behaviour theories and concepts for marketing decisions
	CO5.To recognize the social and ethical implications of marketing actions on consumer behaviour
<b>SEMESTER- III</b>	
Fundamentals of Information Technology	CO1. To understand the computer system and Boolean function
	CO2. To understand the Computer Software: C', DBMS, RDBMS
	CO3. To create MS Word, Power point
	CO4. To se Internet and e-mail
	CO5. To design Application software
Research Methodology	CO1: To Introduce the Meaning, purpose and Types of research
	CO2: To make them understand the importance of Formulation of Hypothesis and its Types, Sources
	CO3: To discuss the uses and limitations of Methods of Data Collection
	CO4: To familiarize participants with Statistical packages such as SPSS/EXCEL
	CO5: To impart knowledge for enabling students to develop Report writing skills and contents of reports
Knowledge Management	CO1: To enlighten with nature and scope of Knowledge Management
	CO2: To familiarize the students about Tacit and Explicit knowledge
	CO3: To provide knowledge about Repositories, structure and life cycle and Knowledge Management infrastructure
	CO4: To make them understand, the developing and sustaining knowledge culture and Knowledge culture enablers
	CO5: To provide an introduction to Practical implementation of Knowledge Management Systems
Business Ethics, Corporate Governance and Social RePSOnsibility	CO1. To impart knowledge on Business Ethics
	CO2.To Equip students with the knowledge of Ethical Theory
	CO3.To study the factors influencing Corporate Governance
	CO4.To discuss the principles of Corporate Social RePSOnsibility
	CO5. To discuss CSR activities in India
Consumer Rights and Education	CO1.To explains the consumer movement in India and problems of Indian consumers.
	CO2.To understands the rights and rePSOnsibilities of consumers.
	CO3.To understands the importance and role of consumer education and protection.
	CO4.To understand the scope of consumer pressure groups
	CO5.To analyse the knowledge of customer satisfaction and social

	rePSOnsibilities of business
Advertising and Salesmanship	CO1. To describe different types of advertisements
	CO2.To identify key players in advertising industry
	CO3.To identify and make decisions regarding the most feasible advertising appeal and media mix
	CO4.To identify the dealer oriented promotion techniques, customer oriented promotion techniques and the salesmen oriented promotion techniques
	CO5.To know steps involved in sales force management
<b>SEMESTER- IV</b>	
Management Information Systems	CO1. To understand the concepts and components of MIS
	CO2. To understand the Data Base Management systems
	CO3. To discuss the Information system
	CO4. To indicate the Transaction Processing and Support System
	CO5. To describe the Functional Information systems
Investment Analysis and Portfolio Theory	CO1:To analyse the various Portfolio analysis
	CO2:To equip students to understand the different investment securities analysis
	CO3:Various securities market are discussed
	CO4: To Study the factors influencing investors to invest
	CO5: To describe the fund management in India
Merchant Banking and Financial Services	CO1. To make the students understand the concept of present day Financial activities and merchant banking activities.
	CO2. To identify the approaches and models of merchant banking functions.
	CO3. On the completion of the syllabus, students will gain insight of the merchant bankers prevailing in the present scenario.
	CO4. Students will understand the general approach of Financial service.
	CO5. Enables to compare the merchant banking and financial services.
International Marketing	CO1. Enables students to understand the global marketing principles.
	CO2. To prepare students to compete in a wide business environment and global standards.
	CO3. To find opportunities in digital marketing environment.
	CO4.To compare domestic marketing strategies with global marketing strategies
	CO5.To take decisions related to designing channel as well as physical distribution systems to avail products in the international markets. .