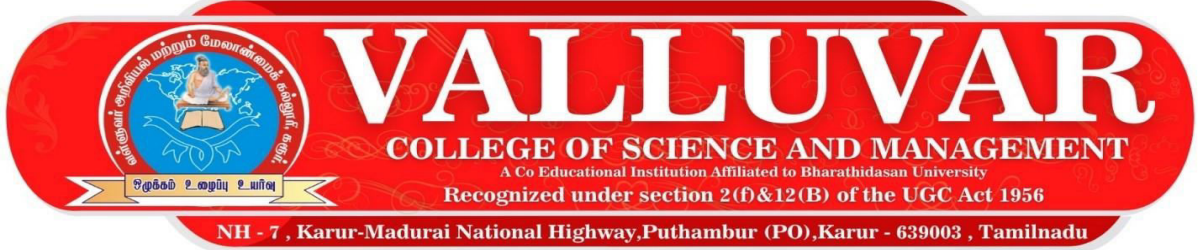
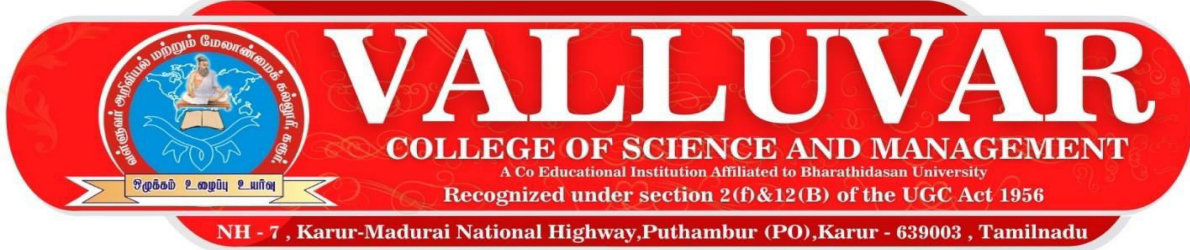


PG & RESEARCH DEPARTMENT OF COMMERCE
COURSE OUTCOMES OF UNDER GRADUATE PROGRAMMES
(2016 – 2017 onwards)

Name of the Programme: B. Com., (C.A)		Semester – I	
Course Code	Name of the Course	Course Outcomes	
16CCCA1	PRINCIPLES OF ACCOUNTANCY	CO 1	Acquire the knowledge in accounting, system of maintenance of accounts, journal, ledger, bill of exchange, and account current, average due date and bank reconciliation statement.
		CO 2	Acquire the knowledge in accounting, system of maintenance of accounts, journal, ledger, bill of exchange, and account current, average due date and bank reconciliation statement.
		CO 3	Develop the application skills to create adjusting journal entries in rectifying errors, preparation of entries in bill of exchange, consignment and joint venture, receipts and payments account, income and expenditure account of non-profit organization
		CO 4	Preparation of Accounts under Single Entry System. Calculation of Depreciation and Provisions and Reserves by using the various methods
		CO 5	Develop the ability to use accounting information to solve a variety of business problems
16CCCA2	MARKETING	CO 1	Familiar with the basic concepts and functions of marketing
		CO 2	Effective understanding of buyer behaviour and new product development
		CO 3	Communicate the pricing methods and services rendered by the middlemen
		CO 4	Develop knowledge in marketing research and recent trends in marketing
		CO 5	Describe how to construct a customer journey from discovery to purchase.
16ACCA1A & 16ACCA1AP	PC PACKAGE I (WITH PRACTICALS)	CO 1	To create students to understand the basic concepts in computer applications
		CO 2	To know in-depth knowledge of documentation through MS – Words.
		CO 3	To practiced data storing, access and analyzing through MS – Excel.
		CO 4	Creating and Editing Word Documents and Saving, opening, closing and protecting documents; and Mail Merge.
		CO 5	Creating work sheet and Charts, formula applications, and PPT

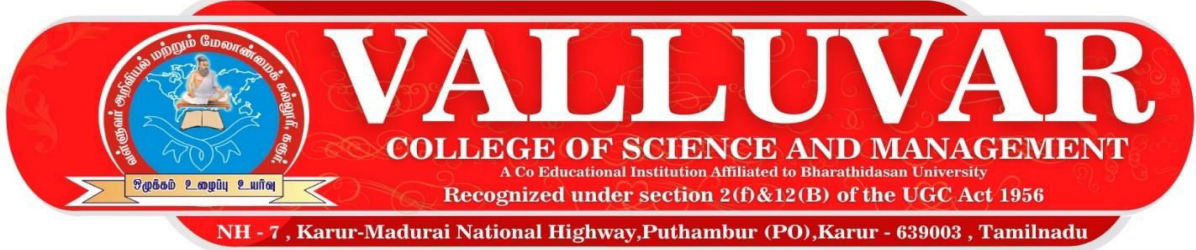


Name of the Programme: B. Com., (C.A)		Semester –II	
Course Code	Name of the Course	Course Outcomes	
16CCCCA3	BUSINESS MANAGEMENT	CO 1	To Understand the Evolution and theory of Management
		CO 2	To develop the students to take decisions in various fields.
		CO 3	To get a knowledge about various organization structure and its responsibility,
		CO 4	To examine and practice the suitable leadership pattern in organization.
		CO 5	To examine and practice the suitable leadership pattern in organization.
16CCCCA4 & 16CCCCA4P	INTERNET (WITH PRACTICALS)	CO 1	Creating Web Pages come from the web server
		CO 2	To develop the internet web provider in internet programs
		CO 3	To Creating mail address
		CO 4	Visiting business places, libraries, Railway and Airline reservation, online chatting
		CO 5	To identify the Net Meeting and Chatting
16CACCA1B & 16CACCA1BP	PC PACKAGE II (WITH PRACTICALS)	CO 1	Creating and Editing Word Documents and Saving, opening, closing and protecting Documents, and Mail Merge.
		CO 2	Creating work sheet and Charts, formula applications
		CO 3	MS Access, Database, Relationship, Query, Forms, Reports and Macros
		CO 4	Page maker and methods to use.
		CO 5	Photoshop, Images and Animation



Name of the Programme: B. Com., (C.A)		Semester –III	
Course Code	Name of the Course	Course Outcomes	
16CCCA5	FINANCIAL ACCOUNTING	CO 1	Students are familiarized with branch accounts and departmental accounts. Students can deal with hire purchase system and installment purchase system
		CO 2	Understand the concept of admission, retirement and death and dissolution of a firm.
		CO 3	Become knowledgeable on self- balancing and sectional balancing ledgers and royalty account.
		CO 4	Become knowledgeable on self- balancing and sectional balancing ledgers and royalty account.
		CO 5	Trained to calculate Fire insurance claims and accounting for sale or return
16CCCA6	BUSINESS TOOLS FOR DECISION MAKING	CO 1	Acquire the knowledge about the basic concepts of statistics, data collection, measures of central tendency, dispersion, correlation, time series and probability
		CO 2	Apply the statistical tools like mean, median, mode, geometric mean, harmonic mean, Range, Quartile deviation, mean deviations, Standard deviation, Co-efficient of variation, Correlation, Time series and probability in business, commerce and research
		CO 3	Analyze the various statistical techniques and identify their appropriateness in business and economic solutions
		CO 4	Assess the role of statistics in commerce, economics, business and industry
		CO 5	Measures of Dispersion and Skewness.

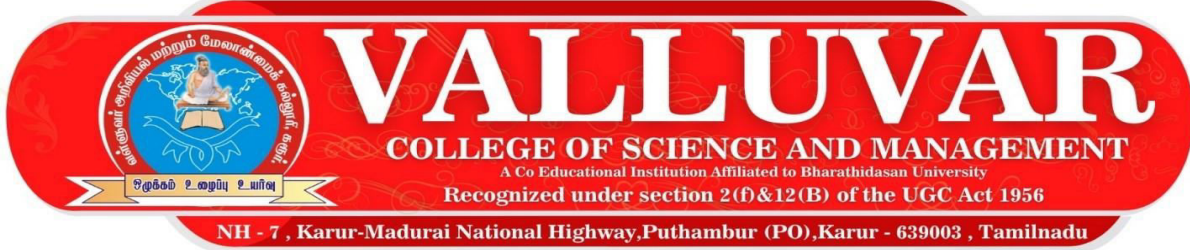
16CACCA1C & 16CACC1CP	INTRODUCTION TO ORACLE AND SQL (THEORY & PRACTICAL)	CO 1	Enhance the knowledge and understanding of Database analysis and design.
		CO 2	Enhance the knowledge of the processes of Database Development and Administration using SQL and PL/SQL.
		CO 3	Enhance Programming and Software Engineering skills and techniques using SQL and PL/SQL.
		CO 4	Preparation of background materials and documentation needed for Technical
		CO 5	Use the Relational model and how it is supported by SQL and PL/SQL.
16ANMEEC1	ADVERTISEMENT MANAGEMENT	CO 1	Understand and analyze the relevant research in advertising and marketing communication.
		CO 2	Design effective visual communication for various advertising approaches that combine the use of print, online/digital, and other multimedia communication. Develop advertising media buying and planning strategies.
		CO 3	Create and defend the strategy and execution of an ad campaign for a client(s).
		CO 4	Understand the role of communication in business and enterprise success
		CO 5	Create and defend the strategy and execution of an ad campaign for a client(s).



Name of the Programme: B. Com., (C. A) Semester – IV

Course Code	Name of the Course	Course Outcomes	
16CCCA7	COST ACCOUNTING	CO 1	Acquire the basic knowledge on cost accounting concepts, elements and classification of cost and overheads, levels of material control, purchase and stores control.
		CO 2	Understand the techniques of costing, preparation of cost sheet, Need for material control, control of idle time of labour, methods of calculation of labour turnover and classification of overheads.
		CO 3	Develop the application skill in drafting a cost sheet, estimation of tender, EOQ, Methods of valuing material issue.
		CO 4	Evaluate the process losses, wastage, scrap, normal and abnormal losses and reconcile the profits of Financial and Cost Accounting, Treatment of profits in Contract costing
		CO 5	Students would classify costs and would be able to prepare cost sheet for manufacturing and trading concerns.
16CCCA8	VISUAL PROGRAMMING	CO 1	Students list the visual programming concepts.
		CO 2	understand the programming algorithm, process, and structure
		CO 3	Understand and use the concepts of objects, primitive value, message, method, selection control structure, repetition control structures, object reference, container, and method parameter
		CO 4	Understand and identify the importance of object-oriented programming for the Internet based electronic commerce
		CO 5	Know how to write and run a complete program

16CACCA1D	BUSINESS LAW	CO 1	Create a valid contract and enforce their legal rights from others in an independent way.
		CO 2	Discharge their legal obligations duly as per the requirements of law.
		CO 3	Provide necessary technical skills to differentiate and apply the provisions of some special contracts
		CO 4	Acquire basic knowledge on secure electronic records and its regulatory frame work.
		CO 5	Assess the knowledge on consumer protection act.
16ANMEEC2	ECONOMICS OF TRANSPORTATION	CO 1	Understand the basic concepts of transportation of economic growth
		CO 2	Understand different methods of economic evaluation of transport infrastructure Projects
		CO 3	Understand transportation policy issues such as pricing, financing, subsidies.
		CO 4	Understand the development of cost models for infrastructure and transportation services.
		CO 5	Understand the basic concepts of cost and demand with respect to transportation.
16RSBE7:1	INTRODUCTION TO OFFICE MANAGEMENT	CO 1	Identify skills and competencies of an office manager.
		CO 2	Describe different forms of organizations.
		CO 3	Develop processes for office operations.
		CO 4	Identify components of office management roles and procedures and team dynamics.
		CO 5	Communicate finding using business software applications (MS Office: Word, Excel, and PowerPoint).

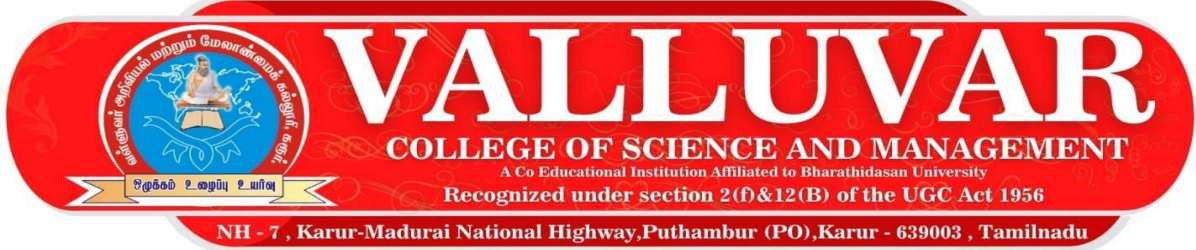


Name of the Programme: B. Com., (C. A) Semester – V

Course Code	Name of the Course	Course Outcomes	
16CCCCA9	CORPORATE ACCOUNTING	CO 1	Acquire the knowledge in company accounts such as meaning of a company, characteristics of a company, definition of shares, debentures, underwriting and goodwill, types of shares, bonus share, right share and underwriting, liquidation
		CO 2	Understand the accounting treatment in issue of shares at par premium and discount, issues of debenture, managerial remuneration, calculation of goodwill and shares and liquidator's statement of affairs
		CO 3	Evaluate the techniques for redemption of preference share, valuation of goodwill and shares, deficiency account in liquidation.
		CO 4	Gain confidence in preparation of company accounts in new format, various methods for calculating good will and shares, and preparation of liquidator's final statement accounting
		CO 5	Develop the procedure involved in Absorption of companies
16CCCCA10	AUDITING	CO 1	Acquire the basic knowledge of auditing, objectives of auditing, audit program, audit note book, working paper, voucher, vouching, verification, valuation, reserves & provisions, audit report & investigation.
		CO 2	Understand the importance and limitations of the auditing, internal control, internal check, various modes of appointment of an auditor, qualities of an auditors, qualification and disqualification of an auditor, significance of vouching, causes & reasons for depreciation, reserves & provisions, objectives of investigation.
		CO 3	Evaluate the methods of depreciation, Rights, duties & liabilities of an auditor, various types of auditing
		CO 4	Gain practical exposure in preparation of audit programme, audit report & procedures for conducting electronic auditing and acquire the jobs in auditor office.
		CO 5	Students would restate the objectives, basic principles establishing internal audit and its usefulness

16CCCA11	ENTREPRENEURIAL DEVELOPMENT	CO 1	Acquire the fundamental knowledge of entrepreneurs, entrepreneurship, micro, medium and small enterprises, project, finance and industries
		CO 2	Understand the concept of Intrapreneurs, women entrepreneurs, and objectives of Entrepreneurship Development Programme, industrial estate, incentives, subsidies and growth strategies.
		CO 3	Familiarize about Entrepreneurship Development Programme, steps involved in starting small industry, District Industries Centers (DIC), Export Credit Guarantee Corporation (ECGC), Small Industries Development Bank of India (SIDBI) and other financial institutions
		CO 4	Evaluate the phases of Entrepreneurship Development Programme, establishing entrepreneurial system, selection of a good project, various sources of finance and Rehabilitation of industrial sickness
		CO 5	Analyze the development of women, strategies for women empowerment and the five year development plans.
16CCCA12	WEB DESIGNING	CO 1	To create web elements like buttons, banners & Bars and of course complete UI designs.
		CO 2	Setting up page layout, color schemes, contract, and typography in the designs.
		CO 3	Best use of social media for revenue generation.
		CO 4	Writing valid and concise code for WebPages.
		CO 5	Simple and impressive design techniques, from basics till advanced to focus on goal oriented and user centric designs.
16MBECA1	E – COMMERCE	CO 1	The students have to learn all basic concepts in E-Commerce, Its Business models and how to create a business plan
		CO 2	Every student has to understand the E-Commerce strategy, technology adoption and its growth
		CO 3	To learn how the intermediation works in E-Commerce business
		CO 4	Students should know the importance of digital payment, its methods, gateway options, digital currencies and signature
		CO 5	Students can successfully start their new venture based on Ecommerce and Digital Marketing Tools

16RSBE7:2	OFFICE MANAGEMENT TOOLS	CO 1	Acquire the basic knowledge of computer and its parts, various types of computer, programming and its tools,
		CO 2	Understand the characteristics of computer, role of input and output devices, processing units, hardware, software and its uses
		CO 3	Possess the required skill to independently operate the various options of MS Word for office administration.
		CO 4	Possess the required skill set of working in MS Excel spreadsheet and use various formulas for calculation.
16RSBE7:3	COMMUNICATION & INTERPERSONAL SKILLS	CO 1	Describe and critically analyze the components of effective interpersonal communication skills.
		CO 2	Use self-analysis and reflection to examine personal communication styles and the attitudes, beliefs and values that underlie them.
		CO 3	Employ interpersonal communication skills to establish and enhance personal and work-based relationships characterized by open and honest communication and effective conflict resolution.
		CO 4	Utilize effective communication skills appropriate to the purpose, audience, and situation.
		CO 5	Describe how good communication with other can influence our working relationships
RUGSDC	SOFT SKILLS DEVELOPMENT	CO 1	Learning to connect and work with others to achieve a set task
		CO 2	Assessing the requirements of a task, identifying the strengths within the team, utilizing the diverse skills of the group to achieve the set objective, awareness of risk/safety
		CO 3	Demonstrating clear briefing and listening skills, not being afraid to ask for help and support when necessary
		CO 4	For one's self, learning self - reliance and independence
		CO 5	For one's self, learning self - reliance and independence



Name of the Programme: **B. Com., (C. A)** Semester – VI

Course Code	Name of the Course	Course Outcomes	
16CCCA13	MANAGEMENT ACCOUNTING	CO 1	Acquire the knowledge in management accounting in the aspects of scope, objectives, characteristics, functions, significance, and limitations
		CO 2	Analyzing the financial statement using short-term, long-term, profitability ratios, factors determining working capital requirements, fund flow and cash flow statements and break-even analysis.
		CO 3	Develop the application skills to estimation of working capital, computation of contribution, P/V ratio, break even sales and margin of safety in the process of decision - making.
		CO 4	Construction of balance sheet in ratio analysis and preparation of budgets.
		CO 5	To helps the students to prepare the cash flow statement required for the business
16CCCA14	INCOME TAX THEORY LAW & PRACTICE	CO 1	Acquire the knowledge about the basic principles and concepts of Income tax.
		CO 2	Understand the rules and provisions of income tax under five heads of income namely, Income from Salaries, Income from House Property, Profits and Gains of Business or Profession, Capital Gains and Income from other sources.
		CO 3	Familiarize with the computation of income tax for an individual
		CO 4	Gain practical knowledge in computing tax liability of an individual and the filing of Income tax returns.
		CO 5	Analyze and apply the permissible exemptions and deductions from income under Income tax Act
16CCCC15T & 16CCCA15P	COMPUTERIZED ACCOUNTING (THEORY & PRACTICAL)	CO 1	Assess the accounting concepts.
		CO 2	Outline the journal and ledger.
		CO 3	Gain knowledge on trial balance and final accounts.
		CO 4	Develop knowledge on accounting package
		CO 5	Create an understanding on stock summary.

16MBECA2	MANAGEMENT INFORMATION SYSTEM	CO 1	Evaluate the role of information systems in today's competitive business environment.
		CO 2	Define an information system from both a technical and business perspective and distinguish between computer literacy and information systems literacy.
		CO 3	Assess the relationship between the digital firm, electronic commerce, electronic business and internet technology.
		CO 4	Identify the major management challenges to building and using information systems in organizations.
		CO 5	Identify the major management challenges to building and using information systems in organizations.
16MBECA4	BANKING THEORY LAW & PRACTICE	CO 1	Acquire fundamental knowledge of the term Banker, Customer, Promissory note, Cheque, Pledge, Hypothecation.
		CO 2	Understand the concepts of Banking, Relationship between a banker and a customer, Duties of a banker, crossing, marking and endorsing cheque.
		CO 3	Develop the application skills of writing, crossing cheques, Opening a bank account, Using ATM, Debit Card and a Credit card.
		CO 4	Evaluate the duties of a banker, the recent trends in Banking system.
		CO 5	To learn the importance to be updated on the developments of the banking sector and practice the same.