

# **Hajee Karutha Rowther Howdia College**

**(Autonomous)**

**Uthamapalayam 625 533, Theni District.**



## **Department of Commerce**

**Programme Specific Outcomes (PSOs)**

**Programme Outcomes (POs)**

**Course Outcomes (COs)**

## **B.Com.**

### **Programme Specific Outcomes (PSOs):**

**PS01:** Be competent, creative and highly valued professionals in industry, academia, or government

**PS02:** Be flexible and adaptable in the workplace, possess the capacity to embrace new opportunities of emerging technologies, leadership and team work opportunities, all affording sustainable management careers

**PS03:** Continue their professional development by obtaining advanced degrees in Commerce or other professional fields

**PS04:** Act with global, ethical, societal, ecological and commercial awareness, as is expected of practicing management professionals

**PS05:** Adapt to a rapidly changing environment with learned and applied new skills, become socially responsible and value driven citizens, committed to sustainable development

### **Programme Outcomes (POs):**

**PO1:** Developing the practical skills in practicing accounting and its special branches namely cost accounting, Management accounting and financial analysis, taxation, business law auditing, corporate accounting and indirect taxes and GST

**PO2:** Knowledge as nuances of marketing and its product development skills retailing business skills, business communication and leadership skills. Apply ethical values in global business and its issues.

**PO3:** Enhance entrepreneurial thrust and innovations in nurturing entrepreneurial spirit to groom entrepreneurs and infuse confidence to promote an organization and run independently with professional outlook

**PO4:** Make use of mathematical and statistical skills to promote critical and logical blend of thinking in the matters regarding career opportunities, professional conduct of audit and audit programme

**PO5:** Apply physical, mental and emotional aspects in developing the personality, social integration and social justice

## Course Outcomes (COs):

**Course Code:** 20UCRL11

**Course Title:** Vaniga Kadithangal

### Course Outcomes (COs):

**CO1:** Understand the basic Concepts, need and importance of professional business models.

**CO2:** Acquire Knowledge and understand to write a letters regarding various business activities.

**CO3:** Compare and build to write bank enquiry, complaint letters.

**CO4:** Understand and Develop to write Sales letter, government correspondence.

**CO5:** Have a basic knowledge of insurance letters, job applications and advertisement letters.

**Course Code:** 20UCRC11

**Course Title:** Financial Accounting I

### Course Outcomes (COs):

**CO1:** Acquire knowledge on accounting principles, accounting standards. Prepare ledger accounts using double entry book keeping and record journal entries accordingly.

**CO2:** Prepare final accounts of sole trading concern with adjustments

**CO3:** Identify the errors in accounting and able to rectify them. Prepare Bank reconciliation statement from incompleterecords

**CO4:** Familiarize with the steps involved in calculation of average due date for determining interest on drawings. Demonstrate and applying the various methods of calculation of interest

**CO5:** Master in the concept of consignment and accounting treatment of the various aspects of consignment. Easily can recording entries in joint venture accounts and differentiate with partnership accounts

**Course Code:** 20UCRC12

**Course Title:** Marketing Management

### Course Outcomes (COs):

**CO1:** Know the basic concepts, functions and importance of marketing and marketing mix

**CO2:** Describe major bases for segmenting consumer andbusiness markets, list the steps in the New Product Development process and the stages in the Product Life Cycle

**CO3:** Evaluate how to use distribution channels to market an organization's product and services effectively

**CO4:** Identify the roles of advertising, sales promotion,public relations and personal selling in the promotional mix

**CO5:** Identify and interpret the nature and characteristics ofservice marketing in the light of changing consumer needs

**Course Code:** 20UECA11

**Course Title:** Managerial Economics

**Course Outcomes (COs):**

**CO1:** Instill the fundamentals, basic concepts and elements in Economics.

**CO2:** Understand about demand attributes in Economics

**CO3:** Learn the methods and strategies of demand forecasting

**CO4:** Know about the Market structure and Pricing methods

**CO5:** Understand the Profit related aspects

**Course Code:** 20UCRL21

**Course Title:** Aluvalaga Melanmai

**Course Outcomes (COs):**

**CO1:** The students will come to know the Principles, Functions and Importance of office management. Acute knowledge about the project layout.

**CO2:** Acquire skills including Use appropriate office procedures as related to records information management, telephone communications, and mail management.

**CO3:** Read, understand and develop standard types of business documents, Filing the document .

**CO4:** Select and perform office accounting and recordkeeping functions as related to a service business, including computerized application and other equipments.

**CO5:** Demonstrate appropriate critical thinking in report Writing.

**Course Code:** 20UCRC21

**Course Title:** Financial Accounting II

**Course Outcomes (COs):**

**CO1:** Explain the method to be followed in preparing the final accounts of non trading concerns created for promotion of Arts, culture, games and sports, etc.

**CO2:** Convert incomplete system of recording of business transactions into complete system of accounting.

**CO3:** Ascertain the assets which are not recoverable when it is finally put out of use and how the asset is shrieked in the value from year to year

**CO4:** Assimilate knowledge and apply in preparing self balancing ledger

**CO5:** Gain knowledge regarding insurance company accounts and apply in it the field of accounting

**Course Code:** 20UCRC22

**Course Title:** Business Organization

**Course Outcomes (COs):**

**CO1:** Gain knowledge about characteristics of the business

**CO2:** Understand different forms of organisation and their features

**CO3:** Applying MNCs, globalisation and analysing their pros and cons

**CO4:** Understand & Applying factors that affect location of business into primary and secondary

**CO5:** Analysis Business combinations, ethical unethical business practices

**Course Code:** 20UECA21

**Course Title:** Economic Development of India

**Course Outcomes (COs):**

**CO1:** Impart knowledge about basic characteristics of Indian Economy

**CO2:** Understand the role, nature and significance of Agriculture in India

**CO3:** Understand the importance and issues in Industrial sector

**CO4:** Know about the Baking structure and Foreign Trade of India

**CO5:** Impart knowledge about current economic affairs

**Course Code:** 20UCRC31

**Course Title:** Business Statistics and Operations Research

**Course Outcomes (COs):**

**CO1:** Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis

**CO2:** Critically evaluate the underlying assumptions of analysis tools

**CO3:** Understand and critically discuss the issues surrounding sampling and significance

**CO4:** Discuss critically the uses and limitations of statistical analysis

**CO5:** Solve a range of problems using the techniques covered

**Course Code:** 20UCRC32

**Course Title:** Cost Accounting

**Course Outcomes (COs):**

**CO1:** Explain the various methods of costing and its application

**CO2:** Helps to prepare the cost sheet in its practical applicability

**CO3:** Explaining the importance of material control and the method followed for material issue procedure

**CO4:** Summarize the methods of costing and know the application side of job, contract and service costing. Report

**CO5:** Summarize process cost accounting and prepare a process cost report

**Course Code:** 20UCRC33

**Course Title:** Financial Accounting III

**Course Outcomes (COs):**

**CO1:** The students will come to know and understand the procedures and methods of royalty accounting, investment accounting, accounting for packages or containers and voyage accounting.

**CO2:** Articulate and Prepare Insolvency Accounts – Individual and firm – Statement of Affairs – Deficiency/Surplus Account

**CO3:** The students will have the knowledge regarding preparation of Branch Accounts and Departmental accounts

**CO4:** The students will a complete knowledge on Hire Purchase Accounting and Instalment Accounting

**CO5:** Analyse and evaluate the importance and impact of lease accounting

**Course Code:** 20UCRC34

**Course Title:** Business law I

**Course Outcomes (COs):**

**CO1:** Gain knowledge about elements of the contract

**CO2:** Understand performance of contract

**CO3:** Applying provisions to special contract types

**CO4:** Understand & Applying contract bailment

**CO5:** Analysis of agency provisions

**Course Code:** 20UCRC35

**Course Title:** Auditing

**Course Outcomes (COs):**

**CO1:** Synthesis the concept of Audit and process involved in audit procedure.

**CO2:** Accustom the procedures involved in appointment and removal of auditors.

**CO3:** Acquaint with the techniques of internal control. Be accustomed with vouching and verification process.

**CO4:** Conceptualize the methods of verifying the authenticity of the transactions.

**CO5:** Cognize the laws related to liability of auditors.

**Course Code:** 20UECA33

**Course Title:** Modern Banking

**Course Outcomes (COs):**

**CO1:** Understand the modern technologies in Banking Operations

**CO2:** Familiar with Functions and Operations of ATM

**CO3:** Develop the knowledge of Electronic Payment System

**CO4:** Develop the knowledge of Internet Banking

**CO5:** Understand the Prospects and Challenges of E- Banking

**Course Code:** 20UCRS31

**Course Title:** MS Office Practical

**Course Outcomes (COs):**

**CO1:** Understand the components of office automation

**CO2:** Perform operations using MS-Word, Excel, PowerPoint

**CO3:** Understand and discuss about the use of office package and internet in daily life

**CO4:** Give hands on training to the students to get acquired in working with MS-office

**CO5:** To give hands on training to the students to create, format documents using Ms-word, analyzedata, create charts using MS-Excel. To create presentations, add animations and create slideshows using PowerPoint.

**Course Code:** 20UCRC41

**Course Title:** Business Mathematics

**Course Outcomes (COs):**

**CO1:** Understand the Mathematical applications in Economics, Finance, Commerce and Management.

**CO2:** Explain the Concepts and use formulas, equations Mathematical expression in relationship with various context

**CO3:** Apply the knowledge in mathematics (set theory, indices, matrices etc.) in solving in solving business problems.

**CO4:** Analyse and demonstrate mathematical skills required in mathematically intensive areas in commerce, economics and business

**CO5:** Acquire knowledge and skills with practical problems.

**Course Code:** 20UCRC42

**Course Title:** Management Accounting

**Course Outcomes (COs):**

**CO1:** Explaining the important elements of management accounting and management capacity and its inter relationship and fundamental differences between the financial accounting, cost accounting and management accounting

**CO2:** Signifying the analytical methods and devices used in analyzing financial statements and interpreting ratios in different ways

**CO3:** Focusing the exercise involved in the preparation of funds flow analysis and also enumerating the net effects of business events on cash flow analysis

**CO4:** Applying marginal costing technique in the product cost and period cost in recognition of ideas underlying Break - Even Analysis and Cost - Volume Profit relationship

**CO5:** Determine the use of budget and budgetary control and the important of standard costs for appraising performance in controlling cost of a product or rendering a service

**Course Code:** 20UCRC43

**Course Title:** Partnership Accounts

**Course Outcomes (COs):**

**CO1:** Describe the importance of partnership firm in the business environment. Examine the methods of maintaining partners' capital account

**CO2:** Ascertain the proper accounting treatments during admission of a partner

**CO3:** Ascertain the proper accounting treatments during retirement and death of a partner

**CO4:** Appraise the accounting procedure of amalgamation of firms and sale of partnership to company

**CO5:** Evaluate the methods of dissolution of firms and settlement of accounts including insolvency of partners.

**Course Code:** 20UCRC44

**Course Title:** Business Law – II

**Course Outcomes (COs):**

**CO1:** Gain knowledge about sale of Goods

**CO2:** Understand provisions regarding carriage of goods

**CO3:** Applying provisions to consumer protection

**CO4:** Understand & Applying foreign exchange regulations

**CO5:** Analysis of information technology provisions

**Course Code:** 20UECA43

**Course Title:** Elements of Banking and Insurance

**Course Outcomes (COs):**

**CO1:** Understand Banking Functions and its Operations

**CO2:** Understand operations of various types of Accounts

**CO3:** Understand the procedure for securing Loans and Advances

**CO4:** Understand the basic concept of Insurance and its Acts

**CO5:** Gaining the knowledge about Life and General Insurance

**Course Code:** 20UCRS41

**Course Title:** Arithmetic Ability

**Course Outcomes (COs):**

**CO1:** Acquire the knowledge of HCF and LCM to context Based questions.

**CO2:** Evaluate the squares, cubes and other power of positive and negative number with or without Calculator.

**CO3:** Describe the relationship between Ratios, fractions, decimals and per cent.

**CO4:** Describe the motion of the object with complete accuracy

**CO5:** Calculate permutation and combination. To then find the probability of a Compound even or to solve the problem.



## M.Com.

### **Programme Specific Outcomes (PSOs):**

**PS01: Becoming a Professional Body:** The knowledge on professional courses and its related developments in professional bodies like Institute of Chartered Accountants of India, Institute of Cost and Works Accountant of India, Institute of Company Secretaries of India and Indian Institute of Bankers with much practical exposure enhanced their chances of selecting a such courses as their profession.

**PS02: Developing Rural and Women Entrepreneurship:** The knowledge on rural industrialisation helps them to understand the need for rural entrepreneurship for starting and developing industries in the rural areas to generate employment opportunities and help in reducing disparities in income between rural and urban areas. The entrepreneurial thrust in nurturing entrepreneurial spirit and innovation promotes creativity and groom them as entrepreneurs.

**PS03: Developing Research Skills:** The understanding and envisage research ideas helps them to arrive viable solutions for the research problems, found in the social research. Research innovative techniques energise the talents in making their quality of life more satisfying and also keeping them in state of success.

**PS04: Developing Finance Managing Skills:** The knowledge on financial aspects of procuring, managing and controlling of business funds helps them to occupy various posts in MNC companies as finance is considered as an important aspect in all walks of life due to stiff competition from national and international levels and also emergence of large scale businesses.

**PS05: Tax Applications and Practices:** The understanding and critical learning of tax planning and application infuses confidence to act as independent tax practitioners like GST practitioner.

## Programme Outcomes (POs):

**PO1: Accounting:** Ability to prepare financial statements in accordance Generally Accepted Accounting Principles by recording it properly. Ascertain the efficiency and profitability of business enterprises and non-profit organisations. Have a profound Knowledge on matters regarding corporate affairs and mastery over accounting procedures followed by corporate.

**PO2: Management:** Mastery over management concepts and principles for managerial decision making. **HRM:** Conceptualize the policies and procedures related to effective managing of Human Resource. **Marketing, CRM:** Cognise the customer needs wants and expectations and offer them products and services to fulfil their needs profitably. Retain customers by delighting them with proper relationship management.

**PO3: Statistics, Mathematics and Resource Management:** Figure out solutions to business oriented problems with the help of Statistics and Mathematics techniques and also on optimum utilization of scarce resources.

**PO4: Tax:** Analyse the sources of personal and corporate income and compute the taxable income and the amount of tax and legally acceptable tax exemptions on the earnings. Be conversant with indirect tax planning and application to act as independent tax practitioners like GST practitioner.

**PO5: Law:** Comprehend knowledge regarding legal aspects of business and possess in-depth knowledge on laws that govern the promotion and management of business undertakings. **Entrepreneurship:** Acquaint with the entrepreneurial traits required to start business enterprise, explore new business avenues, make wise investment decision and run it in a successful manner. **Research:** Envisage research ideas and seek viable solutions for the research problems

## Course Outcomes (COs):

**Course Code:** 20PCRC11

**Course Title:** Business Environment

**Course Outcomes (COs):**

**CO1:** Explain the various external factors, which are uncontrollable in nature and effect the business decisions of a company

**CO2:** Describe the evolution of industrial policy in India, privatization and its process and disinvestment

**CO3:** Acquire knowledge on economic system, economic planning and economic growth and its rate of expansion in India

**CO4:** Explain the basic laws of business namely Consumer Protection Act, Competition Act, Information Technological Act and Right to Information act and responsibilities of the business towards different sections of the society

**CO5:** Describe the content, features and essential conditions of globalization. They can elucidate the concept and determinants of FDI and also explain the business systems of MNC and their role

**Course Code:** 20PCRC12

**Course Title:** Human Resource Management

**Course Outcomes (COs):**

**CO1:** Appreciate the principles and practices of Human resource management

**CO2:** Understand various aspects of recruitment and selection

**CO3:** Assimilate various dimensions of training and development

**CO4:** Know significant features of grievances and its redressal

**CO5:** Identify, Evaluate and analyse the trends, developments and issues pertaining to HRD.

**Course Code:** 20PCRC13

**Course Title:** Advanced Financial Accounting

**Course Outcomes (COs):**

**CO1:** The students will come to know and understand the procedures and methods of accounting as per accounting standards (GAAP)

**CO2:** Articulate and Prepare income and expenditure accounts and balance sheets of non-trading concerns.

**CO3:** The students will have the knowledge regarding preparation of Branch Accounts and Departmental accounts

**CO4:** The students will have a complete knowledge on Hire Purchase Accounting and Instalment Accounting

**CO5:** The students will analyse and evaluate the Partnership Accounts.

**Course Code:** 20PCRC14

**Course Title:** Advanced Cost Accounting

**Course Outcomes (COs):**

**CO1:** Explain the various methods of costing and its applicability

**CO2:** Helps to gather knowledge on preparation of cost sheet in its practical point of view

**CO3:** Explaining the method and the mode followed by the service sectors on the ascertainment of its service cost

**CO4:** Summarize process cost accounting and prepare a process cost report

**CO5:** Evaluate how to control and reduce the cost in an business enterprise

**Course Code:** 20PCRE11

**Course Title:** Quantitative Techniques

**Course Outcomes (COs):**

**CO1:** Cognize the concepts of operation research and acknowledge the applications of operation research. Appreciate the scope of operation research in decision making and learn to apply Graphical and simplex methods of linear programming model.

**CO2:** Classify and know how to solve transportation problems regarding determination supply to destinations from appropriate sources. Assign work or job to suitable person, machine or process.

**CO3:** Classify, compare, determine and construct the network. It enables the student to schedule various projects for optimum utilization of resources such as cost, time and labour

**CO4:** Analyze staffing needs, utilize inventory which helps to create overall customer service.

**CO5:** Analyse various decisions and adopt suitable quantitative techniques to evaluate business opportunities and solve business problems

**Course Code:** 20PCRE12

**Course Title:** Strategic Management

**Course Outcomes (COs):**

**CO1:** The students will come to know the various strategies used by the firms at different instances.

**CO2:** The students will inherit the strategic decision making skills

**CO3:** The students will have the knowledge of various situation analysis and environmental analysis

**CO4:** The students will understand analyse the impact of Corporate and Global Strategies

**CO5:** The students will analyze how strategic control and implementation takes place in an organization. Also evaluate the strategies operated in different firms

**Course Code:** 20PCRC21

**Course Title:** Financial Markets and Institutions

**Course Outcomes (COs):**

**CO1:** The students will come to know and understand the basic principles and practices of financial system and structure

**CO2:** Gain profound knowledge, importance and functioning of Financial institutions in India

**CO3:** Better exposure to students about the evolution and growth of Mutual funds in India

**CO4:** Acquaint Students on Venture capital funds and evaluation of its performance

**CO5:** The students will analyse and evaluate the functioning of merchant banking and factoring services

**Course Code:** 20PCRC22

**Course Title:** Advanced Management Accounting

**Course Outcomes (COs):**

**CO1:** Explaining the key elements of accounting control and management capacity and its inter relationship and fundamental differences between the financial accounting, cost accounting and management accounting

**CO2:** Explaining the analytical methods and devices used in analyzing financial statements and interpreting ratios in different ways

**CO3:** Focusing the exercise involved in the preparation of funds flow analysis and also enumerating the net effects of business events on cash flow analysis

**CO4:** Applying marginal costing technique in the product cost and period cost in recognition of ideas underlying Break – Even Analysis and Cost – Volume Profit relationship

**CO5:** Assume the use of standard costs for appraising performance in controlling cost of a product or rendering a service

**Course Code:** 20PCRC23

**Course Title:** Retail Management

**Course Outcomes (COs):**

**CO1:** Gain exposure on retailing and retail industry

**CO2:** Explain the Multi level marketing and the changing face of retailing

**CO3:** Identify the consumer behaviour and factors affecting consumer decision making

**CO4:** Articulate Retail location strategy and importance of location decision

**CO5:** Assimilate the Strategic Advantages through customer service

**Course Code:** 20PCRC24

**Course Title:** Investment Management

**Course Outcomes (COs):**

**CO1:** Acquaint knowledge on Investments management and security markets

**CO2:** Cognise the process of Security Valuation, Returns and Risk factors

**CO3:** The students will have the knowledge on Techniques of Investment Anyalysis

**CO4:** The students will be able to evolve and comprehend Portfolio management

**CO5:** The students will analyze and strategies the implementation takes place in Portfolio Evaluation

**Course Code:** 20PCRE21

**Course Title:** International Marketing

**Course Outcomes (COs):**

**CO1:** The students will come to know and understand the basic principles and practices of International marketing

**CO2:** Articulate the Global Marketing strategies and Global marketing management Planning

**CO3:** The students will have the knowledge of International product policy, Product positioning in foreign market-Product standardization

**CO4:** The students will a complete knowledge on International product policy, Product positioning in foreign market

**CO5:** The students will analyse and evaluate the Overseas marketing channel policy –Managing international distribution channels

**Course Code:** 20PCRE22

**Course Title:** Research Methodology

**Course Outcomes (COs):**

**CO1:** Acquire knowledge on definition of research, its kinds, objectives, research process and research design.

**CO2:** Knowledge on application of sampling and ways to frame the hypothesis for report writing.

**CO3:** Demonstrate the primary and secondary collection with measurement and scaling techniques and able to distinguish interview schedule and questionnaire for data collection

**CO4:** Interpret the data collected with statistical tools

**CO5:** Able to Plan report writing

**Course Code:** 20PCRC31

**Course Title:** Income Tax Law and Practices

**Course Outcomes (COs):**

**CO1:** Assimilate the theoretical familiarity of various terminologies of Income Tax Act.

**CO2:** Disseminate Practical Knowledge related to develop the skills of the learners in the computation of taxable income from Salary.

**CO3:** Familiarize with the procedures of Clubbing of income and set off and carry forward of losses.

**CO4:** Be accustomed with process of assessment of HUF, Partnership Firm (LLP), AOP and Company.

**CO5:** Cognize the matters concerning powers and duties of Income Tax Authorities.

<b>Course Code:</b> 20PCRC32	<b>Course Title:</b> Statistics and Data Analysis Methods
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**Course Outcomes (COs):**

**CO1:** Acquire appropriate graphical and numerical descriptive statistics for different types of data

**CO2:** Apply probability rules and concepts relating to discrete and continuous random variables to answer questions within a business context

**CO3:** Conduct and interpret a variety of hypothesis tests to aid decision making in a business context

**CO4:** Infer, organize and create professional level technology tools to support the study of mathematics and statistics.

**CO5:** Use simple and multiple regression models to analyse the underlying relationships between the variables through hypothesis testing

<b>Course Code:</b> 20PCRC33	<b>Course Title:</b> Advanced Corporate Accounting
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**Course Outcomes (COs):**

**CO1:** Assimilate the theoretical familiarity of Corporate Accounting and procedural know how of floating financial instruments

**CO2:** Disseminate Practical Knowledge of related to Amalgamation, Liquidation of companies and Valuation of Goodwill and shares

**CO3:** Acquaint with the procedures of accounting followed by banks, insurance companies and Electricity companies

**CO4:** Be accustomed with process of preparing preparation of consolidated profit and loss account and balance sheet.

**CO5:** Comprehend the matters concerning Accounting for price level changes, Accounting for leases and human resources

<b>Course Code:</b> 20PCRE31	<b>Course Title:</b> Service Marketing
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**Course Outcomes (COs):**

**CO1:** Gather through knowledge about the basic concepts of services marketing

**CO2:** Articulate the Global services design and service process and difference between goods and services

**CO3:** The students will have the knowledge of service life cycle, new service development and service development.

**CO4:** Acquaint knowledge on location of service, channel of distribution, classification of location.

**CO5:** The students will analyse and evaluate the marketing of service, Financial services, Banking, Insurance, Health services, Hospitality

**Course Code:** 20PCRE32

**Course Title:** Quantitative Aptitude for Competitive Examinations

**Course Outcomes (COs):**

**CO1:** Understand the basic concepts of ages and simple interest

**CO2:** Understand the basic concept of problems Time and Distance, Data Interpretation

**CO3:** Acquire satisfactory competency in use of Number of ranking

**CO4:** Developing proficiency in numerical reasoning

**CO5:** Compete in various competitive examinations.

**Course Code:** 20PCRC41

**Course Title:** Indirect Taxes and GST

**Course Outcomes (COs):**

**CO1:** Acquaint knowledge on Overview of Indirect Tax Law and Meaning, Concept, Features of Indirect Taxes.

**CO2:** Analyse the Central Excise Laws, procedures in central excise code, assessments, appeal, settlement and commission.

**CO3:** Explore the knowledge of GST and its Historical Background – and analyse the Time and Taxable Value of Supply and Input Tax

**CO4:** Evaluate Payment of Tax, Interest, Penalty, Interest on Delayed Transfer of Input Tax Credit and analyse the Special Procedure for removal of goods for certain Purposes

**CO5:** Students will come to know the Self and Provisional Assessment Scrutiny of Accounts and apply the procedure of Assessment of Unregistered Persons and Demands and Recovery of Tax

**Course Code:** 20PCRC42

**Course Title:** Advanced Financial Management

**Course Outcomes (COs):**

**CO1:** Assimilate the concept of Financial Management and procedure involved in it.

**CO2:** Familiarise with the Practical Knowledge of related to Capital Budgeting and Analysis of Risk

**CO3:** Acquaint with the techniques working capital, cash and receivables management.

**CO4:** Proficiency in calculating Cost of capital, Capital Structure and Leverage.

**CO5:** Comprehend matters concerning Dividend and Dividend Policy



**Course Code:** 20PCRC43

**Course Title:** Customer Relationship Management

**Course Outcomes (COs):**

**CO1:** Acquaint knowledge on Meaning- Need – Nature – Importance of CRM – Reasons for loss of

**CO2:** Eloquent the Strategies for Building relationship – CRM and Competitors, Cost Supply Chain, Employees, Partnership with customers

**CO3:** Explore the knowledge of CIM and analyse the Routes to CIM – Factors influencing CIM – Electronic Data Interchange (EDI) – Specific skills for CIM

**CO4:** Students will evolve e-CRM – CRM vs. e-CRM - Need to move to online CRM – Basic Requirements of e-CRM – e-CRM features – Future of e-CRM.

**CO5:** Analyse and evaluate the enterprise resource planning and its evolution.

**Course Code:** 20PCRE41

**Course Title:** Entrepreneurship and Small Business Development

**Course Outcomes (COs):**

**CO1:** Explain the importance and Role of Entrepreneurship in the process of economic development, Qualities of entrepreneurs, Types of Entrepreneurs, Functions of entrepreneurs and Entrepreneurship culture.

**CO2:** Describe the market analysis, technical analysis, financial preparation of project report m-dealing with basic startup problems. Create types of growth strategy, expansion diversification and sub-contracting

**CO3:** Acquire knowledge on Enterprise Building, Agencies that help beginners in enterprise building, Steps in enterprise building: Finding out new business idea, identifying a suitable business opportunity and evaluate the social cost benefit analysis.

**CO4:** Identify the role of Entrepreneurship development institutions in India and to evaluate the Financial assistance to entrepreneurs by IFC, IDBI, ICICI, TIIC and Commercial Banks and Government assistance and subsidies.

**CO5:** Describe the social entrepreneurship initiatives in India- socially relevant and sustainable business models and analyse the social enterprise in India.

**Course Code:** 20PCRE42

**Course Title:** Organisational Behaviour

**Course Outcomes (COs):**

**CO1:** Comprehend the concept of Organisational Behaviour and process involved in it.

**CO2:** Expertise with the Knowledge of related to Perception and Factors influencing it.

**CO3:** Acquaint with the theories of Personality. Be accustomed with group dynamics process.

**CO4:** Be accustomed with application skills related to leadership theories and styles

**CO5:** Cognize the matters concerning organizational culture, change and development