

J.J. College of Arts & Science (Autonomous), Pudukkottai

Department of Commerce

Course Outcomes

M.Com. Commerce – PACM

Course Name - Managerial Economics		Course Code - P1R1CMCC1
Upon Completion of the course students would be able to		
CO 1	Understand role of Managerial Economics in Business Decisions	
CO 2	Acquire the basic concepts of demand, supply and Equilibrium and their determinants.	
CO 3	Apply cost, return and production function.	
CO 4	Analyse macro-economic factors with modern economics.	
CO 5	Skill about the pricing decisions in recent business decision making.	
Course Name - Introduction to Information Technology		Course Code - P1R1CMCC2
Upon Completion of the course students would be able to		
CO 1	Learn about, essential office application including word processing, Spreadsheet, Power point.	
CO 2	Learn generation, functions and components of computer	
CO 3	Learn about memory unit and storage device.	
CO 4	Study about classification and functions of operating systems, how to process in online and patch processing then management of data virtual input and output.	
CO 5	Study and overview of network and types of network, protocol, topology, office automation and business analysis system.	
Course Name – Advanced Financial Management		Course Code – P1R1CMCC3
Upon Completion of the course students would be able to		
CO 1	Identify the financial management, organisations and critical focus of financial decisions.	
CO 2	Understand in mind while designing a suitable capital structure and devising a dividend for a business.	
CO 3	Assessing the factors affecting investment decisions and opportunities presented to an organisation.	
CO 4	Calculate and apply techniques in managing working capital.	
CO 5	Assess the sources of long term financing to valuation of firm.	

Course Name - Strategic Management		Course Code – PIR1CMCC4
Upon Completion of the course students would be able to		
CO 1	Expose him to the different stages involved in the Strategic Management Process and also a mission.	
CO 2	Analyze the environmental factors and forecasting.	
CO 3	Impart the knowledge of strategic choice and implementation; levels of strategic change for the present business scenario.	
CO 4	Apply the techniques of corporate appraisal and SWOT analysis to business growth.	
CO 5	Understand the concept of knowledge management and implementation of strategic change	
Course Name - From List of Electives International Business		Course Code – P1R1CMEC1
Upon Completion of the course students would be able to		
CO 1	Understand the basic concepts and procedures to conduct the international Business	
CO 2	Equipped with the Globalization and import and export Procedures.	
CO 3	Elicit Knowledge on Balance of Payment and Theories of International Trade.	
CO 4	Describe about various Trade Blocks and Business centres that helps with economic development of the country.	
CO 5	Acquire the Knowledge on facilitators of international Business.	
Course Name – From List of Electives Business Ethics and Corporate Governance		Course Code – P4R1CMEC1:1
Upon Completion of the course students would be able to		
CO 1	Explore an in depth knowledge on business ethics and necessity of ethics in business.	
CO 2	Impart knowledge of ethical theories, corporate culture and leadership.	
CO 3	Describe the role of ethics to be followed in various departments of	

	management.
CO 4	Explain the job discrimination, obligations of employee on firm and firms' duties to an employee.
CO 5	Discuss the corporate governance and reporting of corporate governance in India.

Course Name - Quantitative Techniques		Course Code – P2R1CMCC5
Upon Completion of the course students would be able to		
CO 1	Acquaint the student with the use of quantitative models in decision making	
CO 2	Use statistical test in Testing Hypothesis on data	
CO 3	Develop linear programming (LP) models for shortest path, critical path & a minimum cost flow.	
CO 4	Solve specialized linear programming problems like the transportation and assignment problems.	
CO 5	Identify the resources required for a project and generate a plan and work schedule.	
Course Name - Business Research Methods		Course Code – P2R1CMCC6
Upon Completion of the course students would be able to		
CO 1	Understand the concepts of research methods in Commerce	
CO 2	Learn about the design the Research Proposal and decide the sample techniques and size.	
CO 3	Become familiar with the mode of collecting data and do the interpretation of the same.	
CO 4	Exposed to the statistical tools and packages, imperative for researches	
CO 5	Learn the art of writing the reports and to be cautious of plagiarism.	
Course Name – C++ Theory		Course Code – P2R1CMCC7
Upon Completion of the course students would be able to		
CO 1	Write programs in C++	
CO 2	Learn advanced programming strategies on their own	

CO 3	Process a program in control structure and function overloading.
CO 4	Use class and object constructor and destructor.
CO 5	Understand single , multiple, hierarchical, hybrid inheritance and pointers

Course Name - C++ Practical		Course Code – P2R1CMCC8P
Upon Completion of the course students would be able to		
CO 1	Improve computation and programming skills by self-study	
CO 2	Know about how to calculate pay roll calculation.	
CO 3	Find out the simple and compound interest using inline function.	
CO 4	Prepare the inventory control.	
CO 5	Concatenate two string using operator overloading.	
Course Name - From List of Electives Data Communication Networks		Course Code – P2R1CMEC2
Upon Completion of the course students would be able to		
CO 1	Learn the concepts of data communication, protocols and OSI /TCP/IP model.	
CO 2	Understand the transmission medium and error correction and detection.	
CO 3	Analyze the routing of data.	
CO 4	Know the functions of the transport layer and the protocols.	
CO 5	Explore the functions of the application layer.	
Course Name - From List of Electives Network Security		Course Code – P4R1CMEC2:1
Upon Completion of the course students would be able to		
CO 1	Determine appropriate mechanisms for protecting the network.	
CO 2	Design a security solution for a given application, system with respect to the security of the system	

CO 3	Learn types of authentication and effects and developing in authentication policy.
CO 4	Combined symmetric and public key encryption with cryptography hash function.
CO 5	Learn about types of firewall configuration and implementation of firewall.

Course Name - Advanced Cost and Management Accounting		Course Code - P3R1CMCC9
Upon Completion of the course students would be able to		
CO 1	Recall the techniques and practices of cost and management accounting and to develop skills in decision making.	
CO 2	Identify the concept and techniques of material and labour costs and computation of labour turnover.	
CO 3	Recognized the Absorption, apportionment and allocation of overhead and standard costing.	
CO 4	Solve the problems of analysis and interpretation of financial statements, ratio analysis, funds flow statement and cash flow statement.	
CO 5	Contrast decision making process in marginal costing and ABC systems.	
Course Name - Security Analysis and Portfolio Management		Course Code - P3R1CMCC10
Upon Completion of the course students would be able to		
CO 1	Students would have understood the concepts of Investment Management	
CO 2	Learn primary market, NSE and BSE, SEBI and investors production.	
CO 3	Get employability opportunity investment analyst from stock markets	
CO 4	Become familiar traditional and modern approach of portfolio analysis.	
CO 5	Learn profile selection and international diversification, capital market theory and Asset pricing model.	
Course Name - Java Theory		Course Code - P3R1CMCC11
Upon Completion of the course students would be able to		
CO 1	Know the need and necessity of the java language.	
CO 2	Understand the data types and values to be used.	
CO 3	Read, interpret, analyzes and explains introductory Java programs using class.	

CO 4	Analyze the use of inheritance, thread and package.
CO 5	Understand the types of error and exception, applet programming and applet life cycle.

Course Name - Java Practical		Course Code - P3R1CMCC12P
Upon Completion of the course students would be able to		
CO 1	Develop small Java programs that implement basic algorithmic designs.	
CO 2	Organize and document program code	
CO 3	Process the flow control statement.	
CO 4	Develop the inheritance.	
CO 5	Understand the uses of interface.	
Course Name - From List of Electives Operating Systems		Course Code - P3ECMEC3
Upon Completion of the course students would be able to		
CO 1	Articulate the main concepts, key ideas, strengths and limitations of operating systems.	
CO 2	Explain the core issues of operating systems.	
CO 3	Know the usage and strengths of various algorithms of operating systems.	
CO 4	Evaluate the job scheduling algorithm and deadlocks.	
CO 5	Coherent the various file organization and access methods.	
Course Name - From List of Electives Business Intelligence		Course Code - P4R1CMEC3:1
Upon Completion of the course students would be able to		
CO 1	Acquire the knowledge of business intelligence system.	
CO 2	Understand the modeling aspects behind Business Intelligence.	
CO 3	Identify the modern uses of data warehousing architectures.	
CO 4	Learn the data mining concepts.	

CO 5	Facilitate the ideas and concept of decision support system modeling.
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Course Name - VB.NET and SQL Theory		Course Code - P4R1CMCC13
Upon Completion of the course students would be able to		
CO 1	Create applications using Microsoft windows.	
CO 2	Working various Vb.net controls	
CO 3	Install and configure and interact with the management system.	
CO 4	Understand history of SQL and transaction control language, operators in SQL.	
CO 5	Learn SQL function row, group, table, insert, delete, update the record.	
Course Name - VB.NET and SQL Practical		Course Code - P4R1CMCC14P
Upon Completion of the course students would be able to		
CO 1	Create applications using Microsoft windows.	
CO 2	Working various vb.net controls.	
CO 3	Install, configure and interact with database systems.	
CO 4	Develop the ASP.NET application to retrieve the data and display the client browser in table format.	
CO 5	Create the database for booking in each course.	
Course Name - From List of Electives Brand Management		Course Code - P4R1CMEC4
Upon Completion of the course students would be able to		
CO 1	Knowledge regarding the theory & practice of Brand management.	
CO 2	Construct working on brand and evaluating and measuring brands.	
CO 3	Explain the brand development and its sustenance in a competitive market.	
CO 4	Discuss the financial aspects of branding and designing a brand strategy.	
CO 5	List out different sectors in branding and its adjustments.	

Course Name - From List of Electives Financial Markets and Services		Course Code - P4R1CMEC4:1
Upon Completion of the course students would be able to		
CO 1	Acquired the knowledge on functions, constituents of Financial Markets, Indian Money	
CO 2	Market and capital markets.	
CO 3	Impart knowledge about the primary and secondary market, SEBI and OTCEI.	
CO 4	Understand the meaning and importance of financial services, and acquired knowledge on	
CO 5	Merchant banking, hire purchase and leasing.	
CO 6	Explain the Awareness on mutual funds, venture capital & functions of credit rating agencies.	
CO 7	Discuss about factoring, forfeiting and derivatives.	
Course Name - Project work		Course Code - P4R1CMCC15PW
Upon Completion of the course students would be able to		
CO 1	Peruse research in the field of marketing learn about customer satisfaction.	
CO 2	Know the rules and regulation of banking sector.	
CO 3	Learn about customer relationship management in the field.	
CO 4	Understanding and prepare accounting statement for corporate	
CO 5	Apply and analyze latest technologies to solve problems in the areas of computer application.	