

PROGRAMME SPECIFIC OUTCOMES – M.COM

- To inculcate the knowledge of business and the techniques of managing the business with special focus on marketing, Insurance and banking theory law and practices.
- To impart the knowledge basic accounting principles and the latest application oriented corporate accounting methods.
- To develop the decision making skill through costing methods and practical application of management accounting principles.
- To enhance the horizon of knowledge in various field of commerce through advertising and sales promotion, auditing and entrepreneurial development.
- To enhance the computer literacy and its applicability in business through latest version on tally and e-commerce principles.
- To create awareness in application oriented research through research for business decisions.

COURSE OUTCOMES M.COM
PRINCIPLES OF MANAGEMENT

- To know the overview of management
- To study planning procedure
- To identify the organizational structure and forms
- To familiarize with communication motivation and leadership towards directing
- To analyse the process of controlling

ADVANCED CORPORATE ACCOUNTING

- To study the basic concepts of corporate accounting
- To prepare the final accounts of companies
- To analyse the internal or external reconstructions of companies
- To know the liquidators final statement of accounts
- To summarize the consolidated financial statement and balance sheet for holding companies

MARKETING MANAGEMENT

- To know the modern marketing concepts and evaluation
- To study the consumer behavior
- To analyze the product and price
- To analyze the promotion mix
- To explore the place mix and strategies decisions

ADVANCED COST ACCOUNTING

- To study the costing concept and methods
- To analyse the unit cost and job costing
- To know the process costing with normal and abnormal loss
- To update the standard costing methods
- To prepare the reconciliations statements.

MODERN BANKING

- To familiarize the banking sector reforms
- To know the control banking systems operating index
- To study the different types of deposits
- To analyze the differently types of customers and the services offered by bank
- To know the various document related with banks

RESEARCH METHODOLOGY

- To fulfill the bank requirement of business research
- To evaluate various research decisions
- To know the methods of data collection
- To study the analysis and interpretation of data
- To familiarize report writing

INVESTMENT MANAGEMENT

- To study investment concept, types feature and function
- To analyze investment goals, risk and return analysis
- To know the investment valuation measures and approach

- To familiarize investment portfolio, mutual funds and efficient market hypothesis
- To study derivative investment port and calls options.

MANAGEMENT ACCOUNTING

- To know the basics of management accounting
- To study the financial statement analysis
- To familiarize fund flow cash flow statement
- To analyze various budget
- To familiarize with marginal costing

COMPUTERIZED ACCOUNTING

- To familiarize with mutual accounting and computerized accounting
- To get input on tally Feb. 9
- To study account information on Tally Feb .9 with use of keys
- To know inventory information application of VAT, TDS
- Make the students to prepare various accounting reports

SERVICES MARKETING

- To know the services vision and mission
- To study services positioning and differentiation
- To familiarize service marketing mix
- To analyze the customer focused services
- To study the specific service marketing

DIRECT TAXES

- To update the current finance tax planning
- To know the provisions of Income tax act
- To study various heads of incomes
- To analyze the profit and gain from business or profession
- To identify the various other sources of income and capital gain

ADVANCED BUSINESS STATISTICS

- To update basis of statistics
- To analyse the various methods of theoretical probability distribution
- To know the advanced statistical tools for analysis T,Z and d
- To familiarize the correlation methods and regression analysis
- To study the advanced application oriented tests – F , test and Anova

FINANCIAL SERVICES AND MARKETS

- To know the financial system and economic development
- To familiarize with stock exchange functions
- To study the merchant banking functions and services
- To analyse the factoring services and depository system in India
- To know the trend in Global financial market

HUMAN RESOURCES MANAGEMENT

- To know the basic of human resources management
- To analysis human resources planning
- To familiarize recruitment and selection procedures

- To study the training methods and career development plan
- To know the methods of wage and salary administration – compensation plans

E- COMMERCE

- To know the E- commerce framework
- To familiarize with E- commerce and world wide web
- To study the application of Electronic Data Interchange
- To know the marketing on the internet
- To study multimedia and digital video

SPECIAL ACCOUNTING

- To know the banking company accounts
- To study the insurance company accounts
- To know the double accounts concepts
- To familiarize inflation accounting
- To study human resources accounting

INTERNATIONAL BUSINESS ENVIRONMENT

- To know the globalization concept
- To familiarize political and social environment
- To analyze the economic and technological environment
- To study institutional environment
- To identify legal and ecological factors affecting international business

INDIRECT TAXES

- To know the basic methods and legal provisions of indirect taxes
- To familiarize Central Excise Act 1944
- To know the Tamil Nadu General Sales Tax Act 1959 and VAT
- To study Service Tax Act 1994
- To study Customs Act 1962

ENTREPRENEURSHIP DEVELOPMENT

- Understand the institutional support to entrepreneurs
- Describe the Women Entrepreneur
- Classify the challenges of women entrepreneur
- Describe the Project management
- Identify the evaluation of Project