

**SHRI SAKTHIKAILASSH WOME'S COLLEGE**  
**PG & RESEARCH DEPARTMENT OF COMMERCE**

**PROGRAMME SPECIFIC OUTCOME**

Pso1	Courses of this programme enable the students to design solution for economic problem and design software processes to meet the specification with consideration for the public health and safety, and cultural, social and environmental consideration.
Pso2	This courses facilities the student to go for professional course like MBA,ICWA,CA,LLB etc.
Pso3	The student will have an opportunity to get internship in corporate section.
<b>PSO4</b>	The graduates will be able to apply and utilize the learned and gained knowledge as an accounting professional, marketing managers, software professionals and entrepreneurs.
<b>PSO4</b>	The graduates better know about the business activities and its influence in daily life, society and economy

**PROGRAMME OUTCOME:**

By the end of the programme, the students will be able to

Po1. Understand the basic concepts of the commerce, management and accounting

Po2. Analyze relationship among commerce, trade industry, services, management and administration.

Po3. Perform all accounting activities and can handle type of business very well.

Po4. Understand application of knowledge of commerce in business service sector industry, marketing, finance entrepreneurship development etc.

Po5. Develop communication skills in banking and rules of income tax act.

Po6. Think about commercial and professional way or point of view.

Po 7. Understanding legal issue/ law relating to banking and insurance sector.

## **COURSE OUTCOMES AND MAPPING WITH BLOOMS TAXANOMY**

### **MARKETING MANAGEMENT**

CO	COURSE OUTCOM	BLOOMS CATEGORY
CO1	Describe and define the modern marketing concepts, trends in marketing, E- marketing, Tele marketing.	Remember
CO2	Explain and extend the various functions of marketing such as buying, selling, transportation, storage activities.	Understand
CO3	Discover the behaviors of consumer, factors influencing consumer behavior and sketch the segmentations of market.	Apply
CO4	Categorize and classify market segmentation, market mix, price mix, product mix, place mix.	Analyze
CO5	Justifying the importance and functions of middle men and channel of distribution, AGMARK, standardization	Evaluate
CO6	Develop market strategies, and generate a career in marketing	Create

<b>FINANCIAL MANAGEMENT</b>		
<b>CO</b>	<b>Course Outcome</b>	<b>Blooms Category</b>
<b>CO1</b>	Define the importance of Financial Management in an organization	Remember
<b>CO2</b>	Demonstrate the concepts related to Risk and return, cost of capital, Leverages, Dividend policies of a firm.	Understand
<b>CO3</b>	Generalize the various aspects of Financial Management strategy in organization	Apply
<b>CO4</b>	Illustrate Risk and return, cost of capital , Leverages, Dividend policies of a firm	Analyze
<b>CO5</b>	Determine the aspects and frameworks of Financial Management in an organization.	Evaluate
<b>CO6</b>	Develop a better Financial Management strategy.	Create

<b>Management Accounting</b>		
<b>#</b>	<b>Course Outcome</b>	<b>Blooms Category</b>
CO1	Describe the conceptual framework of management accounting.	Remember
CO2	Express the concepts of ratio analysis, break even analysis, fund flow management.	Understand
CO3	Calculate the required budget for a business entity.	Apply
CO4	Detect the breakeven analysis of any kind of firm.	Analyze
CO5	Measure the applications of marginal costing.	Evaluate
CO6	Designing the required budget such as master budget, cash budget, sales budget.	Create

<b>COST ACCOUNTING</b>		
<b>#</b>	<b>Course Outcome</b>	<b>Blooms Category</b>
CO1	Define and outline the Meaning, Scope, Concept and Classification of cost accounting in business.	Remember
CO2	Computation of cost sheet by understanding the concepts of cost.	Understand
CO3	Classify the various types of cost and working out the material control methods.	Apply
CO4	Identify and classification of overheads and various wage payment system so as to find out labour turnover.	Analyze
CO5	Measuring the process involved in process costing.	Evaluate
CO6	Develop cost accounting strategies in business by knowing, process costing, labour cost and material cost.	Create

<b>HUMAN RESOURCE MANAGEMENT</b>		
<b>#</b>	<b>Course Outcome</b>	<b>Blooms Category</b>
CO1	Define the importance of Human Resource and Management in an organization.	Remember
CO2	Demonstrate the concepts related to recruitment, training, organizational conflict and performance appraisal.	Understand
CO3	Generalize the various aspects of Human Resource and Management strategy in organization.	Apply
CO4	Illustrate performance appraisal methods.	Analyze
CO5	Determine the aspects and frameworks of Human Resource and Management in an organization.	Evaluate
CO4	Develop a better Human Resource and Manage strategy.	Create

<b>Investment analysis &amp; portfolio management</b>		
<b>#</b>	<b>Course Outcome</b>	<b>Blooms Category</b>
<b>CO1</b>	Outline the techniques of Investment media.	Remember
<b>CO2</b>	Demonstrate the concepts related to kinds of trading activity, company analysis, Investment alternatives,	Understand
<b>CO3</b>	Generalize the guidelines of SEBI.	Apply
<b>CO4</b>	Illustrate the fundamental and technical analysis.	Analyze
<b>CO5</b>	Determine the aspects and frameworks of portfolio management.	Evaluate
<b>CO6</b>	Develop the element of portfolio management.	Create

<b>INCOME TAX</b>		
<b>#</b>	<b>Course Outcome</b>	<b>Blooms category</b>
<b>CO1</b>	To quote the important definitions in income tax law	Remember
<b>CO2</b>	Summarize the income of an individual assess as per income tax act.	Understand
<b>CO3</b>	Calculate taxable income of an individual under different heads of income.	Apply
<b>CO4</b>	Categorize income from different heads of income of an individual.	Analyze
<b>CO5</b>	Determine the taxable income of an individual by the framework of income tax act.	Evaluate
<b>CO6</b>	Develop a return of income of an individual.	Create

<b>HUMAN RESOURCE AND MANAGEMENT</b>		
<b>#</b>	<b>Course Outcome</b>	<b>Blooms Category</b>
CO1	Define the importance of Human Resource and Management in an organization.	Remember
CO2	Demonstrate the concepts related to recruitment, training, organizational conflict and performance appraisal.	Understand
CO3	Generalize the various aspects of Human Resource and Management strategy in organization.	Apply
CO4	Illustrate performance appraisal methods.	Analyze
CO5	Determine the aspects and frameworks of Human Resource and Management in an organization.	Evaluate
CO6	Develop a better Human Resource and Manage strategy.	Create

<b>CORPORATE ACCOUNTING</b>		
<b>#</b>	<b>Course Outcome</b>	<b>Blooms Category</b>
<b>CO1</b>	Recognize the basic concepts of corporate accounting in conformity with the provisions of companies act.	Remember
<b>CO2</b>	Discuss the concepts and basic principles related to issue of equity and preference shares, debentures, valuation of goodwill and liquidation of companies.	Understand
<b>CO3</b>	Prepare the journal entries related to issue of equity and preference shares and debentures. Compute managerial remuneration and statement of affairs account	Apply
<b>CO4</b>	Illustrate the concepts regarding issue of shares at discount, par, and premium.	Analyze
<b>CO5</b>	Determine the calculations related to managerial remuneration, deficiency account, sinking fund method.	Evaluate
<b>CO6</b>	Explain the basic concepts of corporate accounting in conformity with the provisions of companies act.	Create

<b>Indirect taxes</b>		
<b>#</b>	<b>Course Outcome</b>	<b>Blooms Category</b>
CO1	Define and describe the meaning of indirect taxes, GST and Customs act.	Remember
CO2	Explain the recent developments in indirect taxes, GST and customs act.	Understand
CO3	Generalize the practical applicability of GST.	Apply
CO4	Relate the concepts of GST in real life situations.	Analyse
CO5	Determine the concepts related to GST, Customs act	Evaluate
CO6	Tell the practical approaches, applicability of the term GST, its rate of taxes, exemptions.	Create

#### **INSURANCE & RISK MANAGEMENT**

<b>#</b>	<b>Course Outcome</b>	<b>Blooms Category</b>
CO1	Understand the concepts and principles of insurance	Understand
CO2	Identify the various types of insurance and insurance business in India.	Remember
CO3	Explain aware of insurance legislation in India	Understand
CO4	Understand the functions of IRDA	Understand
	State the various steps to claim insurance	Remember
CO5	Understand the contribution of Insurance in Indian economic development	Understand

## PROJECT

#	Course Outcome	Blooms Category
CO1	To know about the techniques and methods of writing projects in History	Remember
CO2	Selection of topic	Understand
CO3	Identification and collection of data	Apply
CO4	Analysis of datas ,Preparation of hypothesis	Analyze
CO5	Importance of citations, glossary, list of abbreviations and appendices	Evaluate
CO6	Evaluate the importance of bibliography	Create
CO7	Presentation of findings and drafting the project	

RESEARCH METHODOLOGY		
CO	Course Outcome	Blooms Category
CO1	Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.	Remember
CO2	Have basic knowledge on qualitative research techniques	Understand
CO3	Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis	Apply
CO4	. Have basic awareness of data analysis-and hypothesis testing procedures	Analyze



**FINANCIAL MARKET AND INSTITUTION**

<b>CO</b>	<b>Course Outcome</b>	<b>Blooms Category</b>
<b>CO1</b>	Knowledge about IMF, World Bank, European Monetary System and their role in international financial management. • •	Remember
<b>CO2</b>	. Clarity about the role of central bank in international financial management	Understand
<b>CO3</b>	Ability to use various scanning techniques to scan the environment of host country	Apply
<b>CO4</b>	Understanding of the manner of management of exposures involved in international transactions	Analyze

**MODERN BANKING**

<b>#</b>	<b>Course Outcome</b>	<b>Blooms Category</b>
CO1	To familiarize the banking sector reforms	Remember
CO2	To know the control banking systems operating index	Understand
CO3	To study the different types of deposits→	Apply
CO4	To analyze the differently types of customers and the services offered by bank	Analyze
CO5	To know the various document related with banks→	Evaluate

## SERVICES MARKETING

#	Course Outcome	Blooms Category
CO1	To know the services vision and mission	Remember
CO2	To study services positioning and differentiation	Understand
CO3	To analyze the customer focused services	Apply
CO4	To familiarize service marketing mix	Analyze
CO5	To study the specific service marketing	Evaluate

Learners will be able to understand: The Concept of Individual Behavior. • The Concept • & Importance of Group Dynamics. The Concept of Organizational Dynamics. • The Organization behavior in Banking Sector. • The Organization behavior in Insurance Sector •

FINANCIAL INSTITUTIONS AND MARKETS CO1: Understand the role and functions of financial system. CO2: Demonstrate an awareness of the current structure and regulation of the Indian financial system. CO3: Familiarize with the Indian money market and Capital market, its operations, instruments regulations etc. CO4: Evaluate and create strategies to promote financial markets of a country. CO5: Possess adequate knowledge on merchant banking and mutual fund operations. CO6: Outline the various modes of financing and its utilities.