

GOVERNMENT ARTS COLLEGE FOR MEN
(Autonomous)
NANDANAM, CHENNAI – 600 035.



DEPARTMENT OF COMMERCE

COURSE OUTCOME FOR
M.Com. Degree Course

Semester System (Three Year Degree Course)

CHOICE BASED CREDIT SYSTEM

Effective from the Academic Year

2020 - 2021

**GOVERNMENT ARTS COLLEGE FOR MEN (AUTONOMOUS), CHENNAI - 600005.
COURSE: M.Com (G) English**

| PART | COURSE | SUBJECT CODE | TITLE | OUTCOME |
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| SEMESTER I | | | | |
| I | Major I | 196001 | Advanced Accounting and Accounting Standards | It provides the students with a detailed knowledge of accounting principles, concepts, and techniques. It helps to have a knowledge on insurance claims It helps to understand the effects of price level changes and to account for human resources. |
| II | Major-II | 196002 | Marketing Management and Marketing Research | To familiarize the students with the management of marketing functions, To have a knowledge on market planning To know about marketing research process. |
| III | Major III | 196003 | Services Marketing | To provide specialized knowledge on marketing skills for service sector. To expose students to the latest marketing practices in the service sector. To make the students understand the importance of service marketing |
| III | Elect –I | 196021 | Fundamentals of Operation Research | To make the students to understand the various models in operations research. To understand the concept of linear programming, Transportation and Assignment. To apply network analysis in business for taking decisions. |
| IV | Elect –II | 196022 | Managerial Economics | To understand the role of economic analysis in formulating policies at the firm level. To apply basic economic theories to managerial decision-making with economic variables. To introduce the tools for decision making for economic optimization. |
| IV | SS-I | | Soft skill -I | |
| I | Major IV | 196004 | Advanced Corporate Accounting | To offer an integrated knowledge and expertise on various functional aspects of business To offer exposure on valuation of shares, goodwill and business. To train students to work on business |

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| | | | | related problems such as amalgamation, acquisition and liquidation of companies. |
| II | Major V | 196005 | Financial Management | To learn the objectives and scope of financial management and importance of business finance. To explain the capital structure and types of leverages. To understand the management of working capital. |
| III | Major VI | 196006 | Strategic Management | To learn the concepts related to Business Policies and Strategic Management and different levels of Management. To explain the strategies for organizational success and smooth functioning of an organization in today's dynamic environment. To bring out the decision making variables knowledge in a dynamic global environment |
| III | Major VII | 196007 | International Business | To enlighten the students on International Business Environment and international financial management. To study International marketing Practices and influencing factors. To learn international Currency exchange and globalization impact on Indian Industry. |
| IV | Elect –III | 196023 | Industrial Law | To acquaint the learners with the fundamental principles of labour laws. To provide knowledge on payment of wages, health and safety measures under employment. To equip the learners in avoiding conflict with the employer, creating a congenial atmosphere in the work place for increasing the welfare of the nation. |
| IV | Ext. Disp. I | 196041 | Human Resources Management | To acquaint the learners with the fundamental principles of labour laws. To provide knowledge on payment of wages, health and safety measures under employment. To equip the learners in avoiding conflict with the employer, creating a congenial atmosphere in the work place for increasing the welfare of the nation. |
| IV | SS-II | | Soft skill -II | |
| I | Major VIII | 196008 | Applied Costing | To acquaint with cost accounting methods and their applications. To enable the students on application of |

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| | | | | <p>the Process and Operating costing methods.</p> <p>To make the students to understand and apply cost control technique ie. Standard costing.</p> |
| II | Major-IX | 196009 | Security Analysis and Portfolio Management | <p>To provide an exposure to the students on the various Concepts of investment management.</p> <p>To provide a knowledge on the valuation of some financial instruments.</p> |
| III | Major X | 196010 | Research Methodology | <p>To understand about research and research process</p> <p>To develop research orientation among the students and</p> <p>To develop analytical skills.</p> |
| III | Major-XI | 196011 | Income tax Assessment | <p>To acquaint the student with the Theoretical and Practical aspects of assessing individuals.</p> <p>To have knowledge on assessing Partnership Firms.</p> <p>To have a practical knowledge on Assessment of Companies.</p> |
| III | Elect –IV | 196024 | Organisational Behaviour | <p>To familiarize the students with the concepts and dimensions of Organization Theory with individual and group behaviour</p> <p>To understand organisational power, politics and conflicts.</p> <p>To know about leadership and consequences of change in leadership.</p> |
| IV | Ext. Disp. II | 196042 | Entrepreneurship Development | <p>To present the various aspects of entrepreneurship for successful business venture</p> <p>To understand the key concepts and ideas to become an effective entrepreneur</p> <p>To learn the entrepreneurship practices, Entrepreneurship models and success principles.</p> <p>To understand the role and functions of entrepreneurs in the business and society.</p> |
| | SS-III | | Soft skill -III | |
| | | 196081 | Internship | <p>To gain on the job experience in selected Finance Companies/Corporations/Banks/Stock Exchanges/Regulatory Bodies/Leading Broking Firms/FII's/Consultancy & Research Firms/Foreign Exchange in India and or abroad/Finance Departments of Industries and learn the intricacies of practical work situations.</p> |

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| I | Major XII | 196012 | Accounting for Managerial Decisions | <p>To learn the fundamentals of decision making tools in accounting and criteria of using accounting tools.</p> <p>To understand the usage of accounting tools and interpretation of the same.</p> <p>To learn the appropriate usage of tools for effective decisions.</p> |
| II | Major XIII | 196013 | E-Commerce | <p>To provide them with the fundamental knowledge of the use of computers in business.</p> <p>To impart the students with knowledge of web technology and their role in doing business.</p> <p>To train the students in the web technologies to create E-Commerce solutions.</p> |
| III | Major XIV | 196014 | Entrepreneurship Development and Project Management | <p>To understand the role and functions of entrepreneurs in the business and society.</p> <p>To challenge the students to identify a project idea.</p> <p>To provide an opportunity to the students to investigate the project issue within a given time frame.</p> <p>To enable the student to make acceptable and meaningful inferences in the form of Project Report.</p> |
| III | Major XV | 196015 | Project Report and Viva Voce | <p>The students are expected to do one project on Commerce / Industry area at the end of fourth semester during November vacation and submit the project report related to the project. The project will be evaluated along with the fourth Semester examination.</p> |
| III | Elect -V | 196025 | Quantitative Techniques | <p>To develop skills in analysis & interpretation of data</p> <p>Handle challenging problems using appropriate analysis tools</p> |
| IV | SS-IV | | Soft skill -IV | |