

Nallamuthu Gounder Mahalingam College (Autonomous)

Pollachi

PG DEPARTMENT OF COMMERCE (CA)

M.Com (CA)

SYLLABUS 2022 – 2024 BATCH

(Outcome-Based Education)

BOARD OF STUDIES 2022

III and IV SEMESTER



**NALLAMUTHU GOUNDER MAHALINGAM COLLEGE
(AUTONOMOUS)**

Re-Accredited by NAAC
An ISO 9001:2015 Certified Institution

POLLACHI - 642 001

PG Department of Commerce with Computer Applications

M.Com(CA)

Vision : To provide quality education in Commerce with immense Computer background and to make the Students face the ever growing corporate challenges with moral values.

Mission : To empower the students by instilling the latest knowledge and skills in their study area and thereby make them not only employable but also socially, culturally and ethically a rich citizen.

Program Educational Objectives:

PEO1	With the practical knowledge graduates will be able to work in the field of share market, tax filing and other finance related services.
PEO2	Graduates will adapt to recent changes in marketing, human resource, business environment and investment of securities.
PEO3	Graduates will involve in lifelong learning to adapt the technological advancement in the emerging areas of computer applications.
PEO4	Graduates will be able to pursue advance degree/ higher studies
PEO5	With multidisciplinary knowledge, hands on training and project experience graduates will be able to meet industrial needs.

Program Outcomes:

PO1	Disciplinary Knowledge: To enhance the students' knowledge in general business principles and required accounting standards
PO2	Information and Digital Literacy: To develop their knowledge and skills in the computer arena
PO3	Employability Options: To train them to utilise various accounting and statistical packages in their career
PO4	Problem Solving: To develop their ability on computer based solutions to real corporate and business problems
PO5	Decision Making Skills: To make them capable in decision making at personal and professional level
PO6	Self-Directed Learning: To make students to crack CSIR-NET/ SET and other competitive examinations.
PO7	Application Skills: To enhance the computer literacy and its applicability in business through latest version on tally and e-commerce principles.
PO8	Experiential Learning: To attain the acquaintance in marketing and apply the marketing skill after building the products
PO9	Research Related Skills: To develop the skills of research, analyzing, evaluating problems and taking business decisions.

PO10	Team Work: : To train the students in team work, lifelong learning and continuous professional development
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Program Specific Outcomes:

PSO - 01	Decision Making Skills: To enrich the students' knowledge and skills that are necessary to meet the challenges in academic, career and social environment
PSO - 02	Lifelong Learning: To train them to be successful in a rapidly changing world

Programme Code:	MCCA			Programme Title	Master of Commerce with Computer Applications	
Course Code:	22PCC309			Course Title	Batch :	2022-'24
Lecture Hrs./ Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem.	4	Core VII – Applied Cost Accounting	Semester:	III
					Credits:	5

Course Objective

To expose the students with the basic concepts and techniques used in cost accounting

Course Outcomes (CO)

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Keep in mind the various concepts of cost accounting.	K1
CO2	Understand the different methods of inventory and labour cost control.	K2
CO3	Apply the methods of overhead and its absorption.	K3
CO4	Analyze the impact of different costing methods and its application	K4
CO5	Evaluate the principles used in contract and job costing	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	L	M	M	M	M	M	L	L	L	M	M
CO2	H	M	H	M	M	M	M	M	M	M	H	M
CO3	H	M	H	M	M	M	M	M	M	L	H	H
CO4	H	M	H	M	H	M	M	M	M	M	H	H
CO5	H	L	M	M	M	M	M	L	M	M	M	M

Programme Code:	MCCA			Programme Title	Master of Commerce with Computer Applications	
Course Code:	22PCC310			Course Title	Batch :	2022-'24
Lecture Hrs./ Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Core VIII – Taxation	Semester:	III
					Credits:	4

Course Objective

To facilitate the students to expand their knowledge on direct taxes

Course Outcomes (CO)

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Keep in mind the basic concepts and computation of income from salary.	K1
CO2	Understand the elements relating to income from house property.	K2
CO3	Deploy skills in computation of income business or profession, capital gains and other sources	K3
CO4	Analyze the concepts and elements related to Goods and Service Tax	K4
CO5	Review the provisions and procedure related to GST registration and exemption under goods and service tax	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	M	L	M	M	H	H	L	M	M	H	H
CO2	H	M	M	M	H	H	M	L	L	M	H	M
CO3	H	M	M	H	H	H	H	M	M	H	H	H
CO4	H	H	M	H	H	H	H	M	M	H	H	H
CO5	H	H	L	H	H	H	H	M	M	H	H	H

Programme Code:	MCCA			Programme Title	Master of Commerce with Computer Applications	
Course Code:	22PCC311			Course Title	Batch :	2022-'24
				Core IX – Research Methodology	Semester:	III
Lecture Hrs./ Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-		Credits:	4

Course Objective

To give exposure to the students on the basic research skills

Course Outcomes (CO)

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Keep in mind the significance of doing a research.	K1
CO2	Get the idea about Sampling and its classifications.	K2
CO3	Apply knowledge in the field of data collection.	K3
CO4	Analyse the application of various statistical tools	K4
CO5	Review the steps followed in writing the research report	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	M	L	M	H	H	L	M	H	M	M	M
CO2	H	M	M	M	H	H	L	M	H	H	M	M
CO3	H	H	H	H	H	H	M	M	H	H	H	H
CO4	H	M	M	M	H	M	M	M	H	H	H	H
CO5	M	H	H	M	M	H	M	M	H	M	M	M

Programme Code:	MCCA			Programme Title	Master of Commerce with Computer Applications	
Course Code:	22PCC3E7			Course Title	Batch :	2022-'24
				Core Elective III – E-Commerce and Cyber Security	Semester:	III
Lecture Hrs./ Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-		Credits:	5

Course Objective

To provide knowledge on fundamentals of e-commerce and importance of cyber security

Course Outcomes (CO)

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowlede Level
CO1	Keep in mind the framework of E-Commerce	K1
CO2	Comprehend electronic payment systems and electronic data interchange	K2
CO3	Implement the impact of E-Commerce on business models and strategy	K3
CO4	Analyze the importance of M-Commerce in modern society.	K4
CO5	Review the various threats in cyber security	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	H	M	M	M	H	H	M	L	M	M	M
CO2	M	H	M	H	M	H	H	M	M	M	H	H
CO3	M	H	M	H	H	M	H	H	M	H	H	H
CO4	M	H	M	H	H	H	H	H	M	M	H	H
CO5	M	H	M	H	M	H	H	M	M	H	M	H

Programme Code:	MCCA			Programme Title	Master of Commerce with Computer Applications	
Course Code:	22PCC3E8			Course Title	Batch :	2022-'24
				Core Elective III – Logistics Management	Semester:	III
Lecture Hrs./ Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-		Credits:	5

Course Objectives:

To provide the students an opportunity to learn the about Logistic Management and to relate the concepts to real life business.

Course Outcomes (CO)

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Recollect the knowledge of logistics and freight	K1
CO2	Understand the techniques followed in logistics management	K2
CO3	Implement the fundamentals of logistics in real business.	K3
CO4	Analyze the operations of global business.	K4
CO5	Assess the importance of operational elements in business.	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	M	L	M	M	H	L	H	L	M	H	H
CO2	L	M	M	M	H	M	M	H	L	M	H	M
CO3	M	H	M	H	H	M	H	M	M	H	H	M
CO4	L	H	M	H	H	M	M	M	M	M	H	H
CO5	M	M	M	M	M	M	M	H	M	M	M	M

Programme Code:	MCCA			Programme Title	Master of Commerce with Computer Applications	
Course Code:	22PCC3E9			Course Title	Batch :	2022-'24
				Core Elective III – Customer Relationship Management	Semester :	III
Lecture Hrs./ Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-		Credits:	5

Course Objective

To enrich the students with the conceptual framework of customer relationship management

Course Outcomes (CO)

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Keep in mind the basis of building the customer relationship	K1
CO2	Understand the CRM strategy and retention techniques in CRM.	K2
CO3	Apply the benchmarks and metrics in building and managing customer relationship.	K3
CO4	Analyze the strategies and the framework of CRM in India	K4
CO5	Determine the best practices and technologies in building customer relationship	K5

Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO												
CO1	M	M	L	L	M	M	L	H	L	M	M	M
CO2	M	M	M	M	H	M	M	H	L	M	H	M
CO3	M	H	M	M	H	M	M	M	M	H	H	M
CO4	M	H	M	H	H	M	M	M	M	M	H	H
CO5	M	M	M	M	M	M	M	H	M	M	M	M

Programme Code:	MCCA			Programme Title	Master of Commerce with Computer Applications	
Course Code:	22PCC312			Course Title	Batch :	2022-'24
				Core Lab III – Accounting Package	Semester:	III
Lecture Hrs./ Week and Practical Hrs./Week	2/4	Tutorial Hrs./Sem.	-		Credits:	2

Course Objective

To provide knowledge on application of computerized accounting

Course Outcomes (CO)

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowlede Level
CO1	Recollect the application of accounting in computer software	K1
CO2	Understand the steps in preparing various accounting vouchers	K2
CO3	Apply the knowledge in generating sales bill with GST	K3
CO4	Analyse the preparation of bill wise statement	K4
CO5	Evaluate the knowledge in preparing final accounts	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	H	H	M	M	M	M	L	H	M	H	H
CO2	H	H	H	H	M	M	H	L	H	H	H	H
CO3	H	H	H	H	M	H	H	M	H	H	H	H
CO4	M	M	H	M	M	M	H	M	H	H	M	H
CO5	H	H	H	H	M	H	H	M	H	H	H	H

Programme Code:	MCCA			Programme Title	Master of Commerce with Computer Applications	
Course Code:	22PCC313			Course Title	Batch :	2022-'24
Lecture Hrs./ Week Or Practical Hrs./Week	-	Tutorial Hrs./Sem	-	Core XI – Institutional Training	Semester:	III
					Credits:	3

Course Objective

To train the students in real business situations

Course Outcomes (CO)

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Recollect the practical knowledge in real business applications	K1
CO2	Understand the real applications in business	K2
CO3	Apply the theoretical knowledge in practical business	K3
CO4	Analyse the practical knowledge in business	K4
CO5	Evaluate the outside business exposure	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	M	M	M	M	M	M	L	M	H	H	H
CO2	M	H	L	H	H	M	H	M	H	H	H	H
CO3	M	H	M	H	M	L	H	M	M	H	H	H
CO4	M	M	M	H	H	L	H	M	H	H	H	M
CO5	M	M	M	H	H	L	H	M	H	H	H	M

Programme Code:	MCCA			Programme Title	Master of Commerce with Computer Applications	
Course Code:	22PCC414			Course Title	Batch :	2022-'24
Lecture Hrs./ Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem.	4	Core XII – Accounting for Decision Making	Semester:	IV
					Credits:	5

Course Objective

To enlighten the students in making decisions in the area of managerial accounting

Course Outcomes (CO)

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Remember the concepts and importance of management accounting in decision making	K1
CO2	Understand and analyze the financial statements to help managerial decision making	K2
CO3	Apply skills in computation of ratios	K3
CO4	Analyse the statements like cash flow and funds flow in business	K4
CO5	Review the marginal costing techniques and budgetary control for decision making	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	M	M	M	H	M	L	L	M	M	M	M
CO2	H	M	H	M	H	M	M	M	M	M	M	H
CO3	H	M	M	M	H	H	M	M	H	M	H	M
CO4	H	M	M	M	H	H	L	L	M	M	M	M
CO5	H	M	H	M	H	H	M	M	H	H	H	H

Programme Code:	MCCA			Programme Title	Master of Commerce with Computer Applications		
Course Code:	22PCC415			Course Title	Batch :	2022-'24	
				Core XIII – Human Resource Management	Semester:	IV	
Lecture Hrs./ Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem	-		Credits:	5	

Course Objective

To enable the students to learn the principles and practices of developing human resources

Course Outcomes (CO)

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Keep in mind the importance of human resource and their effective management	K1
CO2	Understand the different tools used in forecasting, planning and recruiting human resource	K2
CO3	Apply the training strategies and specifications for the delivery of training programmes	K3
CO4	Analyze the concepts and procedures of career development	K4
CO5	Assess the performance of employees and the promotion strategies	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	L	L	M	H	H	L	M	M	M	H	H
CO2	M	M	M	H	H	H	M	M	H	H	M	M
CO3	M	M	M	H	M	H	L	M	H	H	M	H
CO4	M	M	M	H	H	H	M	M	M	H	H	M
CO5	M	M	L	H	H	H	M	M	H	H	H	H

Programme Code:	MCCA			Programme Title	Master of Commerce with Computer Applications	
Course Code:	22PCC416			Course Title	Batch :	2022-'24
Lecture Hrs./ Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Core XIII – Security Analysis and Portfolio Management	Semester:	IV
					Credits:	5

Course Objective

To enlighten the students on the fundamentals of security analysis and portfolio management

Course Outcomes (CO)

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowlede Level
CO1	Remember the basic concept of investment and it's risk	K1
CO2	Understand the security analysis, types and industrial life cycle to get essential information for investment.	K2
CO3	Implement the analysis of various securities in construction of an effective portfolio	K3
CO4	Analyse the various portfolio models in deciding the investment patterns in securities.	K4
CO5	Review the types of analysis made on a security selection.	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	L	L	M	H	H	L	M	M	M	M	M
CO2	H	M	M	L	H	M	M	L	M	M	H	M
CO3	M	M	M	M	M	H	M	L	M	M	H	H
CO4	H	M	M	L	H	H	M	M	H	M	H	H
CO5	M	M	M	M	H	M	M	L	M	M	M	M

Programme Code:	MCCA			Programme Title	Master of Commerce with Computer Applications	
Course Code:	22PCC417			Course Title	Batch :	2022-'24
				Core Lab IV – Statistical Package	Semester:	IV
Lecture Hrs./ Week and Practical Hrs./Week	2/4	Tutorial Hrs./Sem.	-		Credits:	2

Course Objective

To provide knowledge on application of statistical tools

Course Outcomes (CO)

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Keep in mind the significance of data collection	K1
CO2	Understand the test of validity and reliability of data collection	K2
CO3	Implement reports using parametric and non-parametric tests	K3
CO4	Analyse the methods of sampling and data collection	K4
CO5	Evaluate the data using various statistical tools	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	H	H	M	M	M	M	L	H	M	H	H
CO2	H	H	H	H	M	M	H	L	H	H	H	H
CO3	H	H	H	H	M	H	H	M	H	H	H	H
CO4	M	M	H	M	M	M	H	M	H	H	M	H
CO5	H	H	H	H	M	H	H	M	H	H	H	H

Programme Code:	MCCA			Programme Title	Master of Commerce with Computer Applications		
Course Code:	22PCC4P1			Course Title	Batch :	2022-'24	
				Core XIV – Project Work and Viva-Voce	Semester:	IV	
Lecture Hrs./ Week Or Practical Hrs./Week	12	Tutorial Hrs./Sem.	-		Credits:	8	

Course Objective

To enrich the students' knowledge in computer arena with commerce background

Course Outcomes (CO)

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowlede Level
CO1	Keep in mind the recent trends in computer field	K1
CO2	Understand various techniques in doing research	K2
CO3	Apply appropriate tools to collect the data	K3
CO4	Analyse and interpret the collected data	K4
CO5	Review the solutions to the problem chosen	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	H	H	H	M	M	M	L	H	M	H	H
CO2	M	H	H	H	M	H	M	M	H	H	H	H
CO3	H	H	H	H	H	H	M	M	H	H	H	H
CO4	H	H	H	H	H	H	M	M	H	H	H	H
CO5	H	H	H	H	H	H	M	M	H	M	H	H

Programme Code:	MCCA			Programme Title	Master of Commerce with Computer Applications	
Course Code:	-			Course Title	Batch :	2022-'24
Lecture Hrs./ Sem. Or Practical Hrs./Sem.				Value Added Course I – Desktop Publishing	Semester:	III
	30	Tutorial Hrs./Sem.	-		Credits:	Grade

Course Objective

To promote the students' designing skills through Photoshop and PageMaker

Course Outcomes (CO)

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Keep in mind the application of Desktop Publishing	K1
CO2	Point out the effects of picturaization on Photoshop	K2
CO3	Implement the effects of Page Maker in designing layouts	K3
CO4	Analyse the tools in Photoshop	K4
CO5	Create all application with graphical representation practically	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	M	M	M	M	M	L	L	M	M	H	M
CO2	M	H	H	H	M	M	L	L	M	M	M	M
CO3	M	M	M	M	H	H	M	M	M	H	M	H
CO4	L	H	H	M	H	H	L	L	M	H	H	M
CO5	M	H	M	H	M	M	M	L	M	H	H	H

Programme Code:	MCCA			Programme Title	Master of Commerce with Computer Applications	
Course Code:	-			Course Title	Batch :	2022-'24
				Certificate Course – Advanced Excel (Optional)	Semester:	Any Semester
Lecture Hrs./ Sem. Or Practical Hrs./Sem	30	Tutorial Hrs./Sem.	-		Credits:	Grade

Course Objective

To enrich students' practical knowledge in Advanced Excel and prepare them for job market

Course Outcomes (CO)

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowlede Level
CO1	Keep in mind the various mathematical and logical functions	K1
CO2	Understand to manipulate data using Pivot Table	K2
CO3	Apply knowledge in data comparison using VLookup	K3
CO4	Construct program using various graphs	K3
CO5	Identify skill on using hyperlinks	

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	H	H	H	M	H	M	M	M	M	H	H
CO2	H	H	M	H	M	M	M	L	L	M	H	H
CO3	H	H	M	H	M	M	M	M	M	M	H	H

Programme Code:	MCCA			Programme Title	Master of Commerce with Computer Applications	
Course Code:	-			Course Title	Batch :	2022-'24
				Advanced Learner Course – Goods and Services Tax	Semester:	Any Semester
Lecture Hrs./ Sem. Or Practical Hrs./Sem	SS	Tutorial Hrs./Sem.	-		Credits:	Grade

Course Objective

To provide basic knowledge to the students on GST and to make them as a GST Practitioner

Course Outcomes (CO)

On the successful completion of the course, students will be able to

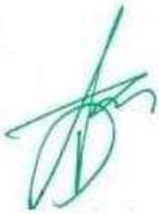
CO Number	CO Statement	Knowledge
CO1	Identify various new compliance requirements under the new GST regime.	K1
CO2	Understand the impact of industry, trade & services.	K2
CO3	Implement the knowledge of GSTN framework.	K3
CO4	Attain knowledge in GST Registration	K3
CO5	Explain the procedure for filing Returns	K4

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	H	H	H	H	H	H	L	M	H	H	H
CO2	H	M	H	H	M	H	M	M	M	M	H	H
CO3	H	H	H	H	H	H	H	M	M	M	H	H


HOD
 Dr. P. ANITHA, M.Com., M.Phil., Ph.D., PGDCA, NET.,
 Associate Professor & Head
 PG Department of Commerce (CA)
 NGM College (Autonomous), Pollachi - 642 001.




PRINCIPAL
 N. G. M. COLLEGE, POLLACHI

PG DEPARTMENT OF COMMERCE (CA)

M.Com (CA)

SYLLABUS 2023 – 2025 BATCH
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BOARD OF STUDIES 2023

I and II SEMESTER



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PG Department of Commerce with Computer Applications M.Com (CA)

Vision : To provide quality education in Commerce with immense Computer background and to make the Students face the ever growing corporate challenges with moral values.

Mission : To empower the students by instilling the latest knowledge and skills in their study area and thereby make them not only employable but also socially, culturally and ethically a rich citizen.

Program Educational Objectives:

PEO1	With the practical knowledge graduates will be able to work in the field of share market, tax filing and other finance related services.
PEO2	Graduates will adapt to recent changes in marketing, human resource, business environment and investment of securities.
PEO3	Graduates will involve in lifelong learning to adapt the technological advancement in the emerging areas of computer applications.
PEO4	Graduates will be able to pursue advance degree/ higher studies
PEO5	With multidisciplinary knowledge, hands on training and project experience graduates will be able to meet industrial needs.

Program Outcomes:

PO1	Disciplinary Knowledge: To enhance the students' knowledge in general business principles and required accounting standards
PO2	Information and Digital Literacy: To develop their knowledge and skills in the computer arena
PO3	Employability Options: To train them to utilise various accounting and statistical packages in their career
PO4	Problem Solving: To develop their ability on computer based solutions to real corporate and business problems
PO5	Decision Making Skills: To make them capable in decision making at personal and professional level
PO6	Self-Directed Learning: To make students to crack CSIR-NET/ SET and other competitive examinations.
PO7	Application Skills: To enhance the computer literacy and its applicability in business through latest version on tally and e-commerce principles.
PO8	Experiential Learning: To attain the acquaintance in marketing and apply the marketing skill after building the products

PO9	Research Related Skills: To develop the skills of research, analyzing, evaluating problems and taking business decisions.
PO10	Team Work: : To train the students in team work, lifelong learning and continuous professional development

Program Specific Outcomes:

PSO - 01	Decision Making Skills: To enrich the students' knowledge and skills that are necessary to meet the challenges in academic, career and social environment
PSO - 02	Lifelong Learning: To train them to be successful in a rapidly changing world

Programme Code:	MCCA			Programme Title	Master of Commerce with Computer Applications	
Course Code:	23PCC101			Course Title	Batch :	2023 -'25
Lecture Hrs./ Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem.	4	Core-I – Higher Corporate Accounting	Semester:	I
					Credits:	5

Course Objective

To impart the knowledge in the area of corporate accounting and its applications in banking, insurance and holding company

Course Outcomes (CO)

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Keep in mind the concepts of company accounts and accounting standards	K1
CO2	Understand the treatment of accounting in case of amalgamation, absorption, reconstruction and holding of company or companies	K2
CO3	Deploy the knowledge in preparing banking company accounts	K3
CO4	Analyze the accounting treatment in preparing banking company accounts.	K4
CO5	Assess the steps of insurance company accounts and inflation accounting in real business situations.	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	L	L	M	H	H	H	M	M	H	H	H
CO2	M	M	M	M	M	H	M	L	H	H	H	H
CO3	H	M	M	H	H	H	H	L	M	M	H	M
CO4	H	M	M	H	H	H	M	L	M	M	H	H
CO5	H	L	M	M	H	H	M	L	M	H	H	H

Programme Code:	MCCA			Programme Title	Master of Commerce with Computer Applications	
Course Code:	23PCC102			Course Title	Batch :	2023 - '25
Lecture Hrs./ Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem	-	Core-II – Managerial Economics	Semester:	I
					Credits:	4

Course Objective

To impart the knowledge on application of economic principles in key management decisions within the firm

Course Outcomes (CO)

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Recall the fundamental concepts of managerial economics and recollect the concept of national income	K1
CO2	Understand the concepts of demand and its application in forecasting.	K2
CO3	Implement the production function and the concept of cost in the growth of national economy	K3
CO4	Analyze the output and price considering the various market situations	K4
CO5	Evaluate the concept, measurement and significance of national income	K5

Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO												
CO1	H	L	L	L	H	H	L	L	M	M	H	H
CO2	M	M	M	M	H	H	L	M	M	H	H	H
CO3	M	M	L	L	M	H	L	L	M	M	H	M
CO4	M	M	M	L	M	H	M	M	H	H	H	H
CO5	M	H	M	L	M	H	M	L	H	H	H	H

Programme Code:	MCCA			Programme Title	Master of Commerce with Computer Applications	
Course Code:	23PCC103			Course Title	Batch :	2023-'25
Lecture Hrs./ Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem		Core-III – Digital Marketing	Semester:	I
					Credits:	4

Course Objective

To endow the students with the basic knowledge of digital marketing

Course Outcomes (CO)

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Recollect the basic concepts of digital marketing.	K1
CO2	Get the idea about digital marketing strategies in India.	K2
CO3	Implement the digital marketing through various channels or media.	K3
CO4	Analyse online consumer behavior.	K4
CO5	Evaluate game based marketing through social media.	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	M	H	M	H	H	H	H	M	M	H	H
CO2	H	L	L	M	H	H	M	M	H	M	M	M
CO3	H	H	H	M	M	M	H	H	M	H	M	M
CO4	H	M	L	M	H	H	M	H	M	H	H	H
CO5	M	M	L	H	H	H	H	H	H	H	H	H

Programme Code:	MCCA			Programme Title		Master of Commerce with Computer Applications
Course Code:	23PCC1E1			Course Title	Batch :	2023-'25
				Core Elective-I – Business Environment	Semester:	I
Lecture Hrs./ Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem.			Credits:	5

Course Objective

To expose the students to the environmental aspects of business

Course Outcomes (CO)

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Recall the elements that shapes the business and economic structure of India	K1
CO2	Comprehend the concept of LPG in business environment	K2
CO3	Implement the political and technological perspectives in business	K3
CO4	Analyze the social responsibility of an organization using selected strategic tools.	K4
CO5	Assess the information relating to business environment in the present scenario.	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	L	L	M	M	H	L	M	L	M	H	M
CO2	M	M	M	M	M	M	M	H	L	H	M	H
CO3	H	M	M	M	H	H	M	H	M	M	H	H
CO4	H	M	M	M	H	H	L	M	M	H	M	M
CO5	M	M	L	H	M	M	M	M	M	H	H	H

Programme Code:	MCCA			Programme Title		Master of Commerce with Computer Applications
Course Code:	23PCC1E2			Course Title	Batch :	2023-'25
				Core Elective-I – Managerial Communication	Semester:	I
Lecture Hrs./ Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem.				Credits:

Course Objective

To develop the communication skills of students in relation to management correspondence

Course Outcomes (CO)

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Recognize and learn the sub-skills of listening and speaking and be able to deliver effectively in the real time contexts	K1
CO2	Understand the scope of communication and learn its importance	K2
CO3	Imbibe the mechanics of writing and construct effective paragraphs which befit in a longer composition	K3
CO4	Analyze different forms of written communication techniques to make effective internal and external business correspondence	K4
CO5	Assess different types of reports with appropriate format, organization and language	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	H	M	M	M	H	L	M	L	H	H	H
CO2	M	M	L	H	H	H	M	M	M	H	M	H
CO3	M	H	L	M	M	H	M	M	H	M	H	H
CO4	L	H	M	M	M	M	M	M	M	H	H	M
CO5	M	M	M	M	H	M	L	M	M	M	M	M

Programme Code:	MCCA			Programme Title	Master of Commerce with Computer Applications	
Course Code:	23PCC1E3			Course Title	Batch :	2023-'25
				Core Elective-I – Advertising and Sales Promotion	Semester:	I
Lecture Hrs./ Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-		Credits:	5

Course Objective

To expose the students in the field of advertising and sales promotion activities

Course Outcomes (CO)

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Keep in mind the various forms of advertising modes.	K1
CO2	Understand the process of advertisement creation.	K2
CO3	Deploy the promotional strategies and process of personal selling in real time.	K3
CO4	Analyze the advertisement layout and plan for Campaign.	K4
CO5	Determine the selection and training methods in sales force.	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	M	L	M	M	M	M	M	L	H	M	M
CO2	M	H	M	H	H	H	M	H	M	H	H	M
CO3	M	H	M	H	H	H	M	H	H	M	H	H
CO4	L	H	M	M	M	M	L	M	M	H	H	M
CO5	M	H	M	H	H	M	L	M	M	M	M	H

Programme Code:	MCCA			Programme Title	Master of Commerce with Computer Applications	
Course Code:	23PCC104			Course Title	Batch :	2023-'25
Lecture Hrs./ Week and Practical Hrs./Week	2/4	Tutorial Hrs./Sem.	-	Core Lab I - Oracle	Semester:	I
					Credits:	3

Course Objective

To design and implement a database schema

Course Outcomes (CO)

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Identify various queries in SQL	K1
CO2	Understand the divisions of SQL	K2
CO3	Apply PL/SQL blocks in real business solution	K3
CO4	Analyse the functions and application of various keys and data constraints in SQL	K4
CO5	Design a simple form and generate a report	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	M	M	M	M	M	L	L	M	M	H	M
CO2	M	H	H	H	M	M	L	L	M	M	M	M
CO3	M	M	M	M	H	H	M	M	M	H	M	H
CO4	L	H	H	M	H	H	L	L	M	H	H	M
CO5	M	H	M	H	M	M	M	L	M	H	H	H

Programme Code:	MCCA			Programme Title	Master of Commerce with Computer Applications	
Course Code:	23PCC205			Course Title	Batch :	2023-'25
Lecture Hrs./ Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem.	4	Core IV – Financial Management	Semester:	II
					Credits:	5

Course Objective

To enhance the students' knowledge on various concepts in financial management and tools of investment analysis to take right financial decision in a business or firm

Course Outcomes (CO)

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Recollect the basic concepts in finance and financial management.	K1
CO2	Comprehend the various avenues to raise capital to the business and its structure.	K2
CO3	Apply the leverage and divided theories associated with the financial data in the corporate.	K3
CO4	Analyze the various techniques of capital budgeting in making the right investment decision.	K4
CO5	Determine the various sources to raise funds and its optimal utilization	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	L	L	M	M	H	L	L	L	L	H	M
CO2	M	M	M	L	H	H	M	M	M	M	M	M
CO3	M	M	M	M	H	M	L	L	H	M	M	M
CO4	H	M	M	L	M	H	M	M	H	H	H	M
CO5	H	M	M	M	H	H	M	M	H	H	H	H

Programme Code:	MCCA			Programme Title	Master of Commerce with Computer Applications	
Course Code:	23PCC206			Course Title	Batch :	2023-'25
				Core V – Operations Research	Semester:	II
Lecture Hrs./ Week Or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-		Credits:	4

Course Objective

To develop the knowledge of students in the application of mathematical tools in decision making

Course Outcomes (CO)

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Identify the usage of quantitative methods and techniques for effective decision making.	K1
CO2	Understand and Apply transportation and assignment problems in making business decisions	K2
CO3	Demonstrate important performance measures and model a dynamic system as a queuing model.	K3
CO4	Analyze inventory controls and replacement methods to solve business problems.	K4
CO5	Figure out networking techniques and queuing theory to improve decision making and develop critical thinking	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	L	L	M	M	L	L	L	L	H	M	M
CO2	H	M	M	M	H	M	M	M	M	M	M	M
CO3	M	M	M	H	M	M	L	L	L	M	M	H
CO4	H	M	M	M	H	H	M	M	L	H	H	H
CO5	H	M	M	M	M	H	L	L	M	H	H	H

Programme Code:	MCCA			Programme Title	Master of Commerce with Computer Applications	
Course Code:	23PCC207			Course Title	Batch :	2023-'25
Lecture Hrs./ Week Or Practical Hrs./Week	5	Tutorial Hrs./Sem.	-	Core VI – Management Information System	Semester:	II
					Credits:	4

Course Objective

To offer students with the knowledge of automated management system

Course Outcomes (CO)

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Keep in mind the concept of Management Information System.	K1
CO2	Understand the various functions of MIS application in organization.	K2
CO3	Apply the different kinds of techniques in Management Information System.	K3
CO4	Analyze the various classifications of computers.	K4
CO5	Review the concepts of emerging trends in MIS and network trends in telecommunication	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	H	L	H	M	M	L	L	L	L	M	M
CO2	M	M	L	H	H	H	M	M	L	M	M	M
CO3	H	M	M	H	M	M	M	M	M	M	H	M
CO4	M	H	M	H	M	M	M	M	M	M	H	M
CO5	M	H	H	H	H	H	M	M	M	H	H	H

Programme Code:	MCCA			Programme Title	Master of Commerce with Computer Applications	
Course Code:	23PCC2E4			Course Title	Batch :	2023-'25
				Core Elective II – International Business	Semester:	II
Lecture Hrs./ Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-		Credits:	5

Course Objective

To provide global knowledge to students in managing a business

Course Outcomes (CO)

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Keep in mind the importance of doing business abroad and its trade policy.	K1
CO2	Understand the recent trends in exports and imports.	K2
CO3	Implement various procedures of exports and imports.	K3
CO4	Analyze the various international financial institutions and exchange rates.	K4
CO5	Review the foreign direct investment in global scenario.	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	L	L	M	M	H	M	L	M	L	M	M
CO2	M	M	M	L	H	H	H	L	M	M	M	M
CO3	M	M	M	L	H	M	H	M	L	L	M	M
CO4	H	M	M	M	M	M	M	M	M	M	M	M
CO5	M	M	M	M	M	M	M	M	M	M	M	M

Programme Code:	MCCA			Programme Title	Master of Commerce with Computer Applications	
Course Code:	23PCC2E5			Course Title	Batch :	2023-'25
Lecture Hrs./ Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-	Core Elective II - Entrepreneurship and Project Management	Semester:	II
					Credits:	5

Course Objective

To train the students in the field of entrepreneurship and in developing a real time projects

Course Outcomes (CO)

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Recollect the nature and functions of an entrepreneur.	K1
CO2	Understand the entrepreneur development assistance given by various institutions.	K2
CO3	Demonstrate the role of project manager.	K3
CO4	Analyze the guidelines in developing a project report.	K4
CO5	Determine the source and methods of finance for a project.	K5

Mapping

PO / PSO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO												
CO1	M	L	L	L	H	M	M	M	M	M	M	H
CO2	M	L	L	M	M	M	M	M	M	M	M	M
CO3	H	M	M	H	M	L	M	H	M	H	H	M
CO4	M	L	M	L	H	M	L	M	M	H	M	M
CO5	M	M	L	M	M	M	L	M	M	M	H	H

Programme Code:	MCCA			Programme Title	Master of Commerce with Computer Applications	
Course Code:	23PCC2E6			Course Title	Batch :	2023-'25
				Core Elective II – Brand Management	Semester:	II
Lecture Hrs./ Week Or Practical Hrs./Week	6	Tutorial Hrs./Sem.	-		Credits:	5

Course Objective

To enhance the skill set in identifying and positioning brand and building brand loyalty in product marketing

Course Outcomes (CO)

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Recall the basic concepts of branding and its functions.	K1
CO2	Understand the branding strategies applicable in competing foreign brands.	K2
CO3	Apply the various possible methods in promoting a brand.	K3
CO4	Analyze the brand types in re-branding and re-launching of a product brand.	K4
CO5	Determine the challenges and opportunities in competing global brand strategies.	K5

Mapping

PO /PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	H	L	L	M	L	M	H	M	L	L	M	M
CO2	M	M	L	M	M	M	M	M	M	L	M	M
CO3	H	M	M	M	H	H	M	H	H	M	M	M
CO4	M	M	M	H	H	H	M	H	H	M	M	H
CO5	M	M	M	M	M	M	M	H	H	M	M	M

Programme Code:	MCCA			Programme Title	Master of Commerce with Computer Applications	
Course Code:	23PCC208			Course Title	Batch :	2023-'25
Lecture Hrs./ Week Or Practical Hrs./Week	2/4	Tutorial Hrs./Sem.	-	Core Lab II – VB.Net	Semester:	II
					Credits:	3

Course Objective

To have practical exposure in application oriented programming

Course Outcomes (CO)

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Recollect the application concepts of VB.Net framework.	K1
CO2	Comprehend the application of concepts such as loops, string, array and nesting of functions in developing an application	K2
CO3	Deploy the various form and controls in developing a program in VB.Net	K3
CO4	Analyze the functioning of database using ADO.Net and to interpret the binding of data concepts in successful application development and data	K4
CO5	Develop menu based program for text manipulation.	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	L	M	H	M	M	M	L	L	M	L	M	M
CO2	M	M	M	M	M	H	M	L	M	M	M	M
CO3	L	H	H	H	H	M	L	M	H	M	M	M
CO4	M	H	H	H	H	M	L	L	H	M	H	M
CO5	M	H	M	H	M	M	M	L	H	H	H	M

Programme Code:	MCCA			Programme Title	Master of Commerce with Computer Applications	
Course Code:	23PCC2N1			Course Title	Batch :	2023-'25
				Non-Major Elective I – Basics of Income Tax	Semester:	II
Lecture Hrs./ Week Or Practical Hrs./Week	2	Tutorial Hrs./Sem.	-		Credits:	2

Course Objective

To enrich the students' knowledge in basics of income tax

Course Outcomes (CO)

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Remember the fundamental concepts used in Income Tax	K1
CO2	Get an idea of calculation of residential status of individual.	K2
CO3	Analyze the Various heads of Income in tax.	K3
CO4	Measure the skills in Set-off and carry forward of losses.	K4
CO5	Analyse tax liability of an individual	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	L	L	M	M	M	M	L	L	M	M	M
CO2	H	M	M	M	H	H	M	M	L	M	H	M
CO3	H	M	M	M	H	H	L	L	M	M	H	H
CO4	H	M	M	M	M	H	M	L	M	M	H	H
CO5	M	M	M	M	M	H	M	M	M	M	H	H

Programme Code:	MCCA			Programme Title	Master of Commerce with Computer Applications	
Course Code:	23PCC2N2			Course Title	Batch :	2023-'25
				Non-Major Elective I – Commerce and Computer Application Practicals	Semester:	II
Lecture Hrs./ Week Or Practical Hrs./Week	2	Tutorial Hrs./Sem.	-		Credits:	2

Course Objective

To enrich the students' knowledge in basic form filling and to develop their skills in utilizing various online applications

Course Outcomes (CO)

On the successful completion of the course, students will be able to

CO Number	CO Statement	Knowledge Level
CO1	Recollect the filling of various forms in business	K1
CO2	Understand the new concepts used in Commerce and Computer arena	K2
CO3	Apply practical experience in business transactions	K3
CO4	Analyse the knowledge of computer in various online business applications	K4
CO5	Assess the students' knowledge on real business operations	K5

Mapping

PO / PSO CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CO1	M	L	L	M	M	M	L	M	M	M	H	M
CO2	M	M	M	H	M	H	L	M	L	M	H	M
CO3	H	M	M	H	H	H	M	M	M	M	H	M
CO4	H	M	M	M	H	M	L	M	L	M	H	M
CO5	H	M	M	M	M	H	M	M	M	M	H	M


HOD
 Dr. P. ANITHA, M.Com., M.Phil., Ph.D., PGDCA, NET.,
 Associate Professor & Head
 PG Department of Commerce (CA)
 NGM College (Autonomous), Pollachi - 642 001.




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 N. G. M. COLLEGE, POLLACHI