



PARAMIEKAVU COLLEGE OF ARTS AND SCIENCE

Affiliated to University of Calicut, U.O.No. 2436/2013/CU

(Managed by Sree Paramekkavu Educational, Cultural and Charitable Trust)

MLA Road, Punkunnam, Thrissur 680 002. Ph : 0487 2960800, 9961068618

E-mail : paramiekkavucas@yahoo.in, Website : www.paramiekkavuartsandsciencecollege.com

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*COURSE OUTCOME, PROGRAMME OUTCOME,
PROGRAMME SPECIFIC OUTCOME, PROGRAMME
EDUCATIONAL OBJECTIVES*



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DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES

MASTER OF COMMERCE (M.COM)

PROGRAMME OUTCOME:

PO1	Advanced Knowledge: Ability to acquire and apply knowledge as evidenced by research activities to find solutions for complex problems by employing right tools
PO2	Effective Communication: Ability to present technical and scientific information and arguments clearly in written and oral presentation. Can commence Business Incubation centers and can develop new platforms to connect the entrepreneurs and the general public.
PO3	Scientific and Critical Thinking Approach: Capacity to acquire constantly asking questions, examining information and evidence and figuring out conclusions gives scientific evidence.
PO4	Lifelong Learning and information management: Ability to seek new knowledge, skills and manage relevant information from various sources
PO5	Leadership Skills: Ability to demonstrate leadership, TO to take actions and to get others to be involved.
PO6	Research-related skills: Ability to recognise cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyse, interpret and draw conclusions from data, predict cause-and-effect relationships; ability to plan, execute and report the results of an experiment or investigation.
PO7	Environment and Sustainability: Significance of conserving a clean environment and sustainable development.
PO8	Self-Motivated Learning: Ability to identify needs and mobilize resources independently, monitor and evaluate programmes. Ability to guide and lead clientele in the community/work setting in the right direction.
PO9	Professionalism, Attitude, Ethics and Integrity: Ability to act with integrity and good ethics in their profession and their obligation to society.
PO10	Employability: Achieve the transferable skills needed to make one 'employable'. The candidate can acquire the qualification of NET/JRF and do M.Phil/Ph.D. and can become Assistant Professor in Govt. College/ Govt. Aided Colleges/Self Financing Colleges or Universities.



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PROGRAMME SPECIFIC OUTCOME: M.COM

PSO1	Graduates will demonstrate proficiency in advanced financial management techniques, including financial analysis, strategic financial planning, and risk management, preparing them for roles in corporate finance and investment analysis.
PSO2	Graduates will develop strong research capabilities, including the ability to design research studies, collect and analyze data using statistical methods and software tools, and present findings effectively. This prepares them for roles in academia, research institutions, or as business analysts
PSO3	Graduates will demonstrate advanced knowledge and skills in developing, implementing, and evaluating marketing strategies and plans. They will be capable of analyzing market trends, identifying target markets, and formulating effective marketing strategies to achieve organizational goals.
PSO4	Students will acquire in-depth knowledge and practical skills in digital marketing strategies and tools. This includes understanding SEO, SEM, social media marketing, content marketing, and email marketing. Graduates will be able to leverage digital platforms effectively to enhance brand awareness, engage with customers, and drive sales.

PROGRAMME EDUCATIONAL OBJECTIVES: M.COM

PEO1	The program aims to impart advanced knowledge in areas such as accounting, finance, taxation, business management, and related fields. This includes understanding theoretical foundations as well as practical applications relevant to contemporary business practices.
PEO2	The program focuses on developing analytical, critical thinking, and problem-solving skills among students. Graduates are expected to be proficient in financial analysis, decision-making, and strategic planning, equipped to address complex business challenges
PEO3	The program aims to enhance students' professional competence through exposure to industry-relevant practices, ethical standards, and emerging trends in commerce and finance. Graduates are prepared to meet the demands of the global business environment and contribute effectively to organizational success.



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COURSE OUTCOMES: M.COM

Semester 1		
Core/Common/ Complimentary	Course Code & Name of Course,	Course Outcomes
Core Course	MCM1C01: BUSINESS ENVIRONMENT AND POLICY	1. Analyze the environment of a business from the various internal and external perspectives
		2. Evaluate how the economic environment and its configurations influence in business decision making
		3. Apply the role of New Economic Policy and the Economic reforms in the perspective of Business
		4. To make understand the various policies related to FDI & Multi-National Corporations
		5. To give an in-depth knowledge about the recent Government policies regarding Environment management.
Core Course	MCM1C02 CORPORATE GOVERNANCE AND BUSINESS ETHICS	1. To make an understanding about the concept of Corporate Governance and the communication mechanism
		2. To Apply the various Theories and Models of Corporate Governance and the recent initiatives in India and abroad
		3. To make an understanding about the various committees on Corporate



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		<p>Governance and the Legal framework</p> <p>4. Evaluate the role of various stakeholders, whistle blowing and the recent developments in India.</p> <p>5. To create Important ethical principles in Business in the cultural diversity</p>
Core courses	<p>MCM1C03: QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS</p>	<p>1. To remember and understand properties of probability distribution and to solve the problems</p> <p>2. To apply hypothesis testing for validation and interpretation of the results</p> <p>3. To evaluate the application of non-parametric tests for validation</p> <p>4. To understand the tool for finding the relationship between variables and its magnitude</p> <p>5. To create soft skill knowledge for data analysis</p>
Core Course	<p>MCM1C04: MANAGEMENT THEORY AND ORGANISATIONAL BEHAVIOR</p>	<p>1. To impart a thorough understanding about various concepts and theories in management and organisational behaviour.</p> <p>2. Understand the various psychological process and different motivation theories which will influence the performance.</p> <p>3. To Evaluate the personality traits of human beings and various ethical issues in Organisational Behaviour</p> <p>4. To understand importance of group dynamics, need</p>



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		for work life balance and managing change
		5. To apply the the various terms related to organisational culture and Techniques for managing organisational relationships
Core Course	MCM1C05: ADVANCED MANAGEMENT ACCOUNTING	1. To remember and understand the knowledge to use different methods of measuring financial and non-financial performance.
		2. To measure and solve financial and non-financial performance-based business problems.
		3. To understand and apply comprehensive performance management initiatives for organizations
		4. Understand and apply the significance of risk and uncertainty in decision making.
		5. To apply various techniques of interpreting Variances.
Semester 2		
Core Course	MCM2C06: ADVANCED CORPORATE ACCOUNTING	1. To understand the theory and practice of Corporate Financial Accounting
		2. To create problem solving capacity in corporate restructuring and liquidation
		3. To understand skill in recognition, measurement and presentation of deferred tax
		4. To understand insight into accounting standards of IFRS, Ind AS, and Lease accounting



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		5. To evaluate different types of accounting
Core courses	MCM2C07: ADVANCED STRATEGIC MANAGEMENT	1. To understand the Strategic Management Process and to provide basic idea about the Social and ethical issues
		2. To understand and evaluate the Environment analysis and SWOC
		3. Evaluate the strategic options at corporate level and the different growth strategies
		4. To understand the Strategy implementation and different approaches in planning and allocating resources.
		5. To apply and evaluate the Strategy evaluation, tools and techniques used and processes with case studies.
Core courses	MCM 2C08 STRATEGIC COST ACCOUNTING	1. To understand the conceptual knowledge of Cost Accounting, comparison of cost accounting with other branches of accounting.
		2. Provide students with a basic understanding of the different terminologies used in Cost Accounting and different types of cost
		3. Understand the treatment regarding the application of process costing and treatment of Joint products and By products
		4. To understand and evaluate the practical application of Absorption Costing, Throughout Accounting, ABC Analysis and Transfer Pricing



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		5. To evaluate the application of Productivity Management
Core Course	MCM2C09: INTERNATIONAL BUSINESS	1. To study about the Theories of International Trade and reasons for internationalization
		2. Evaluate the International Business Environment opportunities and threats of Indian Companies
		3. To understand the Strategy development in IB and the different business entry strategies.
		4. To evaluate the role International economic situations in the development of Business
		5. To analyse the different strategies of internationalization and the contribution to Indian Course outcome economy
Core Course	MCM2C10: MANAGEMENT SCIENCE	1. To understand students with concepts of management science
		2. To evaluate the application of various tools which support decision making process
		3. To apply inventory management and managing the queue system in service sector.
		4. To evaluate and create the technique of project planning scheduling and controlling
		5. To understand knowledge in share analysis and different strategies in game theory
Semester 3		
Core Course	MCM3C11 FINANCIAL MANAGEMENT	1. To understand the role of finance and finance manager in an organisation



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		<ol style="list-style-type: none"> 2. To Evaluate and apply sources of financing and corresponding cost of capital 3. To Understand and evaluate working capital decisions 4. To understand and apply Capital structure and leverage analysis 5. To understand and apply dividend theory and dividend decisions
Core courses	MCM3C12: INCOME TAX: LAW, PRACTICE AND TAX PLANNING I	<ol style="list-style-type: none"> 1. To understand tax planning tips to individuals on the basis of residential status. 2. To understand and evaluate the computation of income under five heads and to apply tax planning tips for these five heads of income. 3. To understand and apply tax planning tips for Hindu Undivid family, set off and carry forward provisions and tax planning tips for individuals 4. To remember and understand the powers of income tax authorities and should be able to calculate advanced tax liability and TDS of an individual. 5. To create ability to file the return of income of individuals and should be aware of different types of assessment
Core courses	MCM3C13: RESEARCH METHODOLOGY	<ol style="list-style-type: none"> 1. To understand and apply different research approaches and methodologies 2. To evaluate and apply Population survey and sample survey – theories and techniques –



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		<p>3. To understand and apply the Data collection methods and enable them to conduct comprehensive research.</p> <p>4. To Evaluate the Measurement and scaling and the validation and reliability testing</p> <p>5. To understand and evaluate Data processing, analysing, interpretation and report writing a create awareness about plagiarism</p>
Elective Course	MCM3EM 01: ADVERTISING AND SALES MANAGEMENT	<p>1. To enable the students to understand about Advertising management and the importance of creativity</p> <p>2. To introduce the different Medias and the changes in the globalized business environment.</p> <p>3. To familiarize about the concept Personal selling and its significance in the marketing process</p> <p>4. To provide an insight about Sales force management and Evaluation</p> <p>5. To enable the them to have an idea about Advertising research and methods regarding the impact assessment.</p>
Elective Course	MCM3EM02: CONSUMER BEHAVIOUR	<p>1. Discuss about the concept Consumer Behaviour and its role in modern Marketing.</p> <p>2. To introduce the concept of a Consumer and the different factors influencing them in their behaviour</p>



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		<ol style="list-style-type: none"> 3. To understand about the Consumer Decision making process and its impact in Marketing.
		<ol style="list-style-type: none"> 4. To study about the Purchase decision process at a globalized perspective in relation to the emerging issues
		<ol style="list-style-type: none"> 5. To enable the students to conduct a Consumer research survey and the important tools in this regard.
Semester 4		
Core Course	MCM4C14: FINANCIAL DERIVATIVES AND RISK MANAGEMENT	<ol style="list-style-type: none"> 1. To understand and apply the terms and concepts of underlying risk management 2. To understand and evaluate growth and development of future. 3. To understand and apply the option trading and various strategies involved in it 4. To understand about the pricing of options- call and put option 5. To evaluate and apply SWAP contract and pricing of different instruments under SWAP.
Core Course	MCM4C15: INCOME TAX: LAW, PRACTICE AND TAX PLANNING II	<ol style="list-style-type: none"> 1. To understand and apply tax planning tips for partnership firm, AOP and BOI in India. 2. To understand and apply tax liabilities of cooperative society and trust and should also be able to advocate tax planning tips to them. 3. To understand and evaluate the tax liability of Companies including shipping companies.



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		4. To understand and evaluate the implications of tax on various managerial decisions
		5. To understand and evaluate the tax liability of business units.
Elective Course	MCM4EM03: SUPPLY CHAIN AND LOGISTICS MANGAEMENT	1. To conceptualize about the Supply chain management and its importance in the globalized economy
		2. To study about the Role of manager in supply chain and the systems of supply chain
		3. To evaluate the different models and its impact in the Global logistics in connection with the legal aspects.
		4. Discuss about eh Logistics management and the growth due to automation
		5. To familiarise about the Types of inventory control and the recent trends in this area
Elective Course	MCM4 EM04: SERVICE MARKETING	1. To define the role of Service Marketing in the changing business environment.
		2. To familiarise about the Service marketing mix and related strategies.
		3. To study about the different approaches related to Service marketing.
		4. Discuss about the Application of service marketing in different sectors
		5. To evaluate the concept of Service models and the different dimensions of service quality



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Dissertation & Viva	MCM4PV0 1 Project Work & Comprehensive Viva Voce	1. Students get clear idea on idea generation, topic selection, factors to be considered before selection of a topic, drafting methodology, sampling, etc.
		2. Gets insight on collection, tabulation, processing, analysis and interpretation of data clearly.
		3. Students get clarity of expressions and judgments
		4. Students get acquitted with the forms, formalities and methodology of presenting an academic document
		5. It improves skill, enthusiasm and a spirit of inquisitiveness among younger generations to look further and elicit hidden facts before the academia