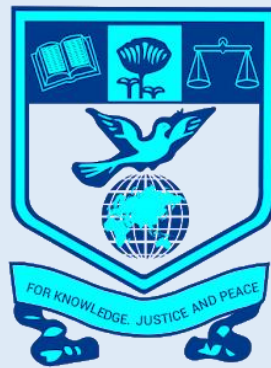


**NEHRU MEMORIAL COLLEGE**  
**(AUTONOMOUS)**  
**NATIONALLY ACCREDITED WITH "A" GRADE BY NAAC**  
**PUTHANAMPATTI, TRICHY - 621007**



**DEPARTMENT OF COMMERCE**  
**PG**  
**COURSE OUTCOME (COS)**

<p><b>19PC101</b> <b>CC I</b> <b>Managerial Economics</b></p>	<p><b>CO - 1:</b> Remember the theory of the firm to model business organizations  <b>CO - 3:</b> Understand demand theory to establish the elasticity of demand  <b>CO - 4:</b> Use demand estimation to forecast demand trends and change  <b>CO - 5:</b> Apply production theory to manage production  <b>CO - 6:</b> Use cost theory to establish short and long run behavior  <b>CO - 7:</b> Describe the market structures to establish market equilibrium</p>
<p><b>19PC102</b> <b>CC-II</b> <b>Business Environment</b></p>	<p><b>CO - 1:</b> Know the awareness of environment need for the business.  <b>CO - 2:</b> Describe various economic system  <b>CO - 3:</b> Use Technological environment to succeed  <b>CO - 4:</b> Evaluate foreign and domestic investment available for business  <b>CO - 5:</b> Outline Industrial policies and regulations  <b>CO - 6:</b> Rate various Foreign Direct Investment</p>
<p><b>19PC103</b> <b>CC-III</b> <b>Corporate Laws</b></p>	<p><b>CO - 1:</b> Describe SEBI regulation  <b>CO - 2:</b> Outline foreign exchange Management Act  <b>CO - 3:</b> Use intellectual property Act  <b>CO - 4:</b> Rate environment protection Act, and Consumer protection Act</p>
<p><b>19PC104</b> <b>CC-IV</b> <b>Advanced cost and Management Accounting</b></p>	<p><b>CO - 1:</b> Compute cost and management accounting  <b>CO - 2:</b> Plan labour cost and labour turnover techniques  <b>CO - 3:</b> Compute process costing in production unit  <b>CO - 4:</b> Prepare Ratio analysis for financial and research purpose  <b>CO - 5:</b> Revise the knowledge on fund flow and cash flow operations  <b>CO - 6:</b> Discuss responsibility accounting</p>

<p><b>19PC105A ECC-I Information Technology for Management Lab</b></p>	<p><b>CO - 1:</b> To identify managerial challenges and opportunities for organizational advancement that may be resolved by the Application.</p> <p><b>CO - 2:</b> To Define and recognize key enabling technologies in organizations.</p> <p><b>CO - 3:</b> To make required personal and organizational changes to implement the new technologies.</p> <p><b>CO - 4:</b> To prepare Data base.</p>
<p><b>19PC105B ECC-I Retail Marketing</b></p>	<p><b>CO - 1:</b> To Extensive understand of various factors affecting retail marketing.</p> <p><b>CO - 2:</b> To Insight into functioning of Retail marketing</p> <p><b>CO - 3:</b> To Identify Location mix</p> <p><b>CO - 4:</b> To Evaluate location decision</p> <p><b>CO - 5:</b> To Discuss Issues affecting retailing in India.</p>
<p><b>19PC206 CC-V Advanced Financial Management</b></p>	<p><b>CO - 1:</b> Outline various concepts, tools and techniques of financial management</p> <p><b>CO - 2:</b> Be familiar with approaches for better utilization of financial resources and management of wealth of an organization</p> <p><b>CO - 3:</b> Equip to apply the right approach in terms of decision making in different situation to manage business finance more effectively</p> <p><b>CO -4:</b> Explore different alternatives to maximize earning per share and shareholders' wealth.</p> <p><b>CO - 5:</b> Estimate working capital requirement</p> <p><b>CO - 6:</b> Plan capital structure of business</p>
<p><b>19PC207 CC-VI Computational Indirect Tax and GST Lab</b></p>	<p><b>CO - 1:</b> Utilize the cognitive and technical skills to generate critical and creative ideas relating to indirect tax.</p> <p><b>CO - 2:</b> Plan an Idea on the policy basis and legislative scheme of India's goods and</p>

	<p>services tax</p> <p><b>CO - 3:</b> Create technical skills to examine legislative scheme, its application to commercial transactions.</p> <p><b>CO - 4:</b> Rate the advantages of GST to the nation</p> <p><b>CO - 5:</b> Preparing in GST registration.</p> <p><b>CO - 6:</b> Compile the recent changes in GST</p>
<p><b>19PC208</b> <b>CC-VII</b> <b>Banking and</b> <b>Financial</b> <b>Institutions</b></p>	<p><b>CO - 1:</b> Outline banking systems in India</p> <p><b>CO - 2:</b> Assess various ratios in banking system</p> <p><b>CO - 3:</b> Analyze functions of Digital banking</p> <p><b>CO - 4:</b> Predict risk in E banking</p> <p><b>CO - 5:</b> Rate various financial institutions available</p> <p><b>CO - 6:</b> Create idea on international banking system</p>
<p><b>19PC209</b> <b>CC-VIII</b> <b>Security</b> <b>Analysis and</b> <b>Portfolio</b> <b>Management</b></p>	<p><b>CO - 1:</b> Analyse various investment sources in the market</p> <p><b>CO - 2:</b> Demonstrate the functions of Stock Exchange</p> <p><b>CO - 3:</b> Identify security analysis approach</p> <p><b>CO - 4:</b> Plan various portfolio management in investment</p> <p><b>CO - 5:</b> Evaluate mutual fund operations</p> <p><b>CO - 6:</b> Rate various options in derivatives.</p>
<p><b>INTERNSHIP</b> <b>PROGRAMME</b></p>	<p>CO - 1: Through the internship, students are expected</p> <p>CO - 2: To gain experimental learning</p> <p>CO - 3: To gain working experience in an actual workplace environment</p> <p>CO - 4: To work in a team and to collaborate with people with diverse background.</p> <p>CO - 5: To broaden their social and cultural experience, and to develop their social and cultural values and to prepare for their life-long career.</p>
<p><b>19PC210A</b> <b>OEC</b> <b>Organisational</b> <b>Behaviour</b></p>	<p><b>CO - 1:</b> Outline organizational Nature, scope and types</p> <p><b>CO - 2:</b> Analyse individual personality and its determinants</p>

	<p><b>CO -3:</b> Discuss group behavior and factors influencing group behavior.</p> <p><b>CO - 4:</b> Identify interpersonal relationship</p> <p><b>CO - 5:</b> Critique various conflicts and negotiations</p> <p><b>CO - 6:</b> Plan various bargaining techniques.</p>
<p><b>19PC210B</b> <b>OEC</b> <b>Accounting</b> <b>for</b> <b>managerial</b> <b>decision</b></p>	<p><b>CO - 1:</b> Outline organizational Nature, scope and types</p> <p><b>CO - 2:</b> Analyse individual personality and its determinants</p> <p><b>CO - 3:</b> Discuss group behavior and factors influencing group behavior</p> <p><b>CO - 4:</b> Identify interpersonal relationship</p> <p><b>CO - 5:</b> Critique various conflicts and negotiations</p> <p><b>CO - 6:</b> Plan various bargaining techniques.</p>
<p><b>19PC311</b> <b>CCIX</b> <b>Advanced</b> <b>corporate</b> <b>Accounting</b></p>	<p><b>CO - 1:</b> Revise valuation of goodwill and shares</p> <p><b>CO - 2:</b> Compare Amalgamation by merger and External reconstruction</p> <p><b>CO - 3:</b> compute holding company accounts</p> <p><b>CO - 4:</b> Predict NPA and recovery</p> <p><b>CO - 5:</b> Use mandatory accounting standards.</p>
<p><b>19PC312</b> <b>CCX</b> <b>Research</b> <b>methodology</b></p>	<p><b>CO - 1:</b> Provide an understanding of research and research process</p> <p><b>CO - 2:</b> Acquaint students with problem identification for research and develop research design</p> <p><b>CO - 3:</b> Familiarize students with the techniques of data collection, analysis of data and interpretation.</p> <p><b>CO - 4:</b> Set out the main elements of a potential research, instrument for testing the hypotheses, including a critical and comparative analysis of the proposed theory</p> <p><b>CO - 5:</b> Set out limits and implications of a research study in preliminary form</p> <p><b>CO - 6:</b> Prepare a mini dissertation research project.</p>

<p><b>19PC313A</b> <b>ECC-II</b> <b>Advanced</b> <b>Business</b> <b>statistics and</b> <b>Practical Lab</b></p>	<p><b>CO - 1:</b> Revise statistical concepts and analytical tools in statistics</p> <p><b>CO - 2:</b> Utilize basic statistical estimation and analysis on business and economic data.</p> <p><b>CO - 3:</b> Demonstrate sampling techniques</p> <p><b>CO - 4:</b> Apply various tests and finding their significance</p> <p><b>CO - 5:</b> Analyze business and statistical data with statistical software</p> <p><b>CO - 6:</b> Demonstrate capabilities as problem solving, critical thinking and communication skills related to statistics</p> <p><b>CO - 7:</b> compare various latest statistical tools.</p>
<p><b>19PC313B</b> <b>ECC II</b> <b>Advertising</b> <b>and sales</b> <b>promotion</b></p>	<p><b>CO - 1:</b> Extensive understanding of Communication process and Advertising</p> <p><b>CO - 2:</b> To Insight into Advertising Copy.</p> <p><b>CO - 3:</b> To organize advertisement Campaign.</p> <p><b>CO - 4:</b> To Evaluate Media Planning.</p> <p><b>CO - 5:</b> To Discuss Legal aspect of selling.</p>
<p><b>19PC314</b> <b>CCXI</b> <b>International</b> <b>Finance and</b> <b>Institutions</b></p>	<p><b>CO - 1:</b> Understand various concepts of international finance and international financial institutions</p> <p><b>CO - 1:</b> Insight into functioning of various types of exposures</p> <p><b>CO - 1:</b> Utilize into functioning of for ex rate determination theories</p> <p><b>CO - 1:</b> Identify Balance of Payment</p> <p><b>CO - 1:</b> Evaluate transaction Exposure</p> <p><b>CO - 1:</b> Utilize into functioning of for ex rate determination theories.</p>

<p><b>19PC315A</b> <b>ECC III</b> <b>Corporate Reporting Practices</b></p>	<p><b>CO - 1:</b> Acquaint with the knowledge of recent changes in financial accounting and reporting practices <b>CO - 2:</b> Demonstrate accounting polices</p>
<p><b>19PC315B</b> <b>ECC III</b> <b>Consumer Behaviour</b></p>	<p><b>CO - 1:</b> Understand of consumer behaviour <b>CO - 2:</b> Insight determinants of marketing decision <b>CO - 3:</b> Identify group behaviour <b>CO - 4:</b> Evaluate Models of consumer behaviour <b>CO - 5:</b> Discuss Consumer research.</p>
<p><b>19PC416</b> <b>CC XII</b> <b>Agricultural and Rural marketing</b></p>	<p><b>CO - 1:</b> Enlighten the knowledge about rural marketing. <b>CO - 2:</b> Create expert knowledge on rural consumer behavior. <b>CO - 3:</b> Evaluate Segmentation and Targeting of rural market. <b>CO - 4:</b> Analyze export potential for rural market. <b>CO - 5:</b> Evaluate demand for agricultural products around the world</p>
<p><b>19PC417</b> <b>CC XIII</b> <b>Corporate Ethics</b></p>	<p><b>CO - 1:</b> To promote understanding of importance, for business and the community of ethical conduct. <b>CO - 2:</b> To provide the skills with which to recognize and resolve ethical issues in business. <b>CO - 3:</b> To enhance awareness and critical self-examination of one's own values. <b>CO - 4:</b> To evaluate the relevance of personal values in the business and in workplace. setting <b>CO - 5:</b> To analyze ethical issues in marketing. <b>CO - 6:</b> To plan ethical issues in finance.</p>

<p><b>19PC418</b> <b>CC XIV</b> <b>Human</b> <b>Resources</b> <b>Management</b></p>	<p><b>CO - 1:</b> Identify Role and functions of Human Resources management.</p> <p><b>CO - 2:</b> To Compare Human Resources Management and Personnel management.</p> <p><b>CO - 3:</b> To analyze man power planning.</p> <p><b>CO - 4:</b> To evaluate various training programmes.</p> <p><b>CO - 5:</b> To discuss various compensation Packages available.</p> <p><b>CO - 6:</b> To predict health, safety and security of workers.</p>
<p><b>19PC419A</b> <b>ECC IV E-</b> <b>Commerce</b> <b>Lab</b></p>	<p><b>CO - 1:</b> Provide exposure to the students about information technology, networks and internet.</p> <p><b>CO - 2:</b> Provide them with the fundamental knowledge of the use of computers in business.</p> <p><b>CO - 3:</b> Analyse the concepts of e- commerce.</p> <p><b>CO - 4:</b> Identify the methodology for on line business dealing, using e-commerce infrastructure.</p>
<p><b>19PC419B</b> <b>ECC IV</b> <b>Training and</b> <b>Development</b></p>	<p><b>CO - 1:</b> To familiarize basic concepts and principles of training and Development</p> <p><b>CO - 2:</b> To evaluate training and learning needs</p> <p><b>CO - 3:</b> To Identify Training needs and Assessment</p> <p><b>CO - 4:</b> To Discuss Training criteria</p> <p><b>CO - 5:</b> To Evaluate Emerging pattern in training and development</p>