



SRI MALOLAN COLLEGE OF ARTS AND SCIENCE

(Affiliated to University of Madras)

(Promoted by Sri Ahobila Mutt)

2.6.1 PSOs and COs 2023 Onwards

Programme Specific Outcomes and Course Outcomes

Department	Programme Specific Outcomes
PG Commerce	PSO1: Problem Solving Skill Apply knowledge of Management theories and Human Resource practices to solve business problems through research in Global context
	PSO2: Decision Making Skill Foster analytical and critical thinking abilities for data-based decision-making
	PSO3: Ethical Value Ability to incorporate quality, ethical and legal value-based perspectives to all organizational activities
	PSO4: Communication Skill Ability to develop communication, managerial and interpersonal skills
	PSO5: Individual and Team Leadership Skill Capability to lead themselves and the team to achieve organizational goals
	PSO6: Employability Skill Inculcate contemporary business practices to enhance employability skills in the competitive environment
	PSO7: Entrepreneurial Skill Equip with skills and competencies to become an entrepreneur
	PSO8: Contribution to Society Succeed in career endeavours and contributes significantly to society
	PSO9: Multicultural competence Possess knowledge of the values and beliefs of multiple cultures and a global perspective
	PSO10: Moral and ethical awareness/reasoning Ability to embrace moral/ethical values in conducting one's life



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Programme Name: M.Com	Programme Code: PGCG013
Subject Code and Subject Name	Course Outcomes
I Year - I Semester	
413C1A Business Finance	CO1: Explain the important finance concepts
	CO2: Estimate risk and determine its impact on return
	CO3: Examine leasing and other sources of finance for start-ups
	CO4: Summarise cash, receivable and inventory management techniques
	CO5: Evaluate techniques of long term investment decision incorporating risk factor
413E1B Digital Marketing	CO1: Explain the dynamics of digital marketing
	CO2: Examine online marketing mix
	CO3: Compare digital media channels
	CO4: Explain online consumer behaviour
	CO5: Analyse social media data
413C1C Banking and Insurance	CO1: Relate transformation in banking from traditional to new age
	CO2: Apply modern techniques of digital banking
	CO3: Evaluate the role of insurance sector
	CO4: Examine the regulatory mechanism
	CO5: Assess risk mitigation strategies
413E1D Strategic Human Resource Management	CO1: Recall the fundamentals of strategic Human Resource Management
	CO2: Examine the conceptual framework of strategic Human Resource Management Models
	CO3: Apply the knowledge of various strategies in Human Resource Management in the corporate arena
	CO4: Illustrate drafting of HR policies
	CO5: Analyse the latest trend in the strategic Human Resource Management
413E1A Security Analysis and Portfolio Management	CO1: Examine investment options and structure a portfolio
	CO2: Assess the value of Equity Shares, Preference Shares and Bonds
	CO3: Examine stock performance through fundamental and technical analysis
	CO4: Examine the various Portfolio Theories
	CO5: Evaluate the portfolio performance

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I Year - II Semester	
413C2A Strategic Cost Management	CO1: Explain strategic cost management and QC
	CO2: Choose the appropriate technique for cost control
	CO3: Make use of activity based costing in practice
	CO4: Choose transfer pricing methods to solve problems
	CO5: Construct cost structure for Agriculture and IT sector
413C2B Corporate Accounting	CO1: Determine profit and financial position by preparing financial statements of companies as per schedule III of Companies Act,2013
	CO2: Apply the provisions of IRDA Regulations in the preparation of final accounts of Life Insurance and General Insurance Companies
	CO3: Determine the overall profitability and financial position by preparing consolidated financial statements of holding companies in accordance with AS21
	CO4: Analyse contemporary accounting methods
	CO5: Examine Financial Reporting based on appropriate Accounting Standards and provisions of Companies Act 2013 with respect to Corporate Social Responsibility
413C2C Setting up of Business Entities	CO1: Compare the various avenues of acquiring finance to setup a business entity
	CO2: Recall the legal requirements for Section 8 Company
	CO3: Examine the provisions for LLP and joint venture
	CO4: Analyse the registration and licensing procedure
	CO5: Examine the compliance of regulatory framework regarding environment
413E2A Business Ethics and Corporate Sustainability	CO1: Apply the concepts of business ethics in practice
	CO2: Demonstrate ethical decision making by applying various theories
	CO3: Evaluate moral issues relating to business, marketing, advertising, finance, HR and environmental protection
	CO4: Explain the concepts of corporate sustainability
	CO5: Construct reports disclosing sustainability information
413E2D Logistics and Supply Change Management	CO1: Recall the concepts and features of SCM
	CO2: Summarise global and Indian perspectives of SCM
	CO3: Examine changing logistics environment pertaining to materials management, warehousing and distribution
	CO4: Explain strategic warehousing for SCM
	CO5: Outline the role of internet in SCM
413S2A	CO1: Create their own Advertisement Copy



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Advertising and Media Management	CO2: Analyze individual media businesses and understand the economic drivers of the media economy
	CO3: Gain a perspective on the facets of media
	CO4: Develop an integrated marketing plan using a wide variety of media
II Year - III Semester	
513C3A Tax Planning and Management	CO1: Apply the provisions of income tax to determine taxable income
	CO2: Plan taxes
	CO3: Illustrate the nuances of international business taxation
	CO4: Apply the provisions of GST
	CO5: Summarise the provisions of Customs Act
513C3B Research Methodology	CO1: Recall the research concepts and recognise the research problem.
	CO2: Construct research hypothesis and determine the sample size
	CO3: Select appropriate method for data collection
	CO4: Interpret the results of statistical tests
	CO5: Construct research report avoiding plagiarism
513C3C Advanced Cost and Management Accounting	CO1: Outline the concepts of cost accounting principles and cost control techniques
	CO2: Apply the accounting procedure of product costing and process costing to prepare the accounts of the manufacturing industries
	CO3: Apply the techniques of marginal costing & Cost volume profit analysis in Business decision making
	CO4: Analyse the standard cost and variance in cost estimation and control
	CO5: Apply costing techniques and interpret financial statements for making financial decisions
513C3D Computer Applications in Business	CO1: Construct data file in SPSS
	CO2: Examine Means of samples
	CO3: Apply non-parametric tests
	CO4: Construct a company, form groups and get automated financial statements
	CO5: Plan for automation of inventory
513E3A Strategic Management	CO1: Summarise strategic management principles at different levels and phases
	CO2: Explain the dynamics of competitive strategic management techniques
	CO3: Examine business and functional level strategies
	CO4: Identify strategic leadership and organisational skills
	CO5: Apply latest concepts in strategy implementation and control

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513S3A Stock Market Operations	CO1: To get students acquainted with the nature of stock market.
	CO2: To learn the pattern of trading and settlement in stock market
	CO3: To understand the process of online trading and meaning of basic concepts
	CO4: To know and categorize the option contracts and its strategies
	CO5: To observe the psychology of trader in the stock market
II Year - IV Semester	
513C4A Corporate and Economic Laws	CO1: Recall important provisions of FEMA
	CO2: Examine the provisions of the Competition Act, 2002 and Consumer Protection Act to govern commercial competition and protect a consumer
	CO3: Summarise the process relating to obtaining copyrights and patents
	CO4: Examine the provisions of Money Laundering Act
	CO5: Analyse the provisions relating to regulation of real estate
513C4B Human Resource Analytics	CO1: Examine the concept of human resource analytics
	CO2: Apply the HR tools and techniques in decision making.
	CO3: Examine the different types of HR metrics and their relative merits
	CO4: Make use of HR data in report preparation
	CO5: Build models for predictive analysis
513E4A Organisational Behaviour	CO1: Identify the effect of OB models and organizational learning on human behaviour
	CO2: Assess theories of motivation and their impact on job satisfaction
	CO3: Examine effective communication tools for better organisational climate
	CO4: Analyse interpersonal transactions at workplace
	CO5: Analyse the various OB models for change management and development in the organization
513S4A Consumer Behaviour	CO1: To develop an understanding of underlying concepts and issues in Consumer behavior in marketing
	CO2: To explore and compare the core theories of consumer behavior in both consumer and organizational markets.
	CO3: To develop an understanding of consumers social and cultural settings to identify how group memberships influence consumer behaviour.