



MAZHARUL ULOOM COLLEGE, AMBUR

(Recognized by UGC under section 2f and 12B, Affiliated to Thiruvalluvar University, Vellore)

PG & RESEARCH DEPARTMENT OF COMMERCE FOR AY 2020-21 ONWARDS

Programme Objectives

1. To attain mastery over the Courses related to Commerce.
2. To gain advanced Knowledge on the concepts, principles, and theories relating to Financial Management, Accounting for Managerial Decisions, Marketing Management, Business Statistics, Corporate Accounting, and Cost Accounting.
3. To acquaint the students about Business Environment, Corporate Laws, Elements of Insurance, Managerial Economics, Corporate Social Responsibility etc.,
4. To make the students to utilize Computers, Internet, ICT tools, and Software to maximize resource utilization and to increase efficiency in their Professional Life.
5. To motivate students to attain leadership qualities by taking independent task or teamwork and accomplish the task within time frame.

Programme Educational Outcomes

1. To develop further knowledge of students on the Subjects relating to Commerce such as Financial Management, Accounting for Managerial Decision, Marketing Management, Corporate Accounting, Cost Accounting etc.
2. To appraise the students about the Business Environment, Corporate Social Responsibility, Corporate Laws, Global Marketing, Human Resource Management etc.,
3. To make the students analyse the issues and problems faced by Corporates through Research Methodology, Business Analytics, Stress Management, Auditing etc.,
4. To assess the student's enterprising ability through Business Organisation, Entrepreneurial Development, Project Development, and Project Vivo-Voce.
5. To make students evaluate Goods and Services Tax, Direct Tax, Investment & Portfolio Management, Financial Services etc.,

Programme Specific Outcome

1. Demonstrate knowledge on the Concepts, Theories, Techniques related to various Business Subjects.
2. Conduct research to identify problems and suggest solutions that will help in Business Decision Making process.
3. Extend acquired knowledge to manage, organise, and develop the efficient, successful Business Organisations.
4. Categorize the Business Environment, understand the various aspects and functions of business. Exhibit Business Ethics and Human Rights in Personal, Professional and Social Life, leading to a better, improved and sustained Corporate World.
6. Impart advanced knowledge on Financial Management, Accounting for Management Decisions, Marketing Management and Other Business-related Subjects.
7. Appraise the students about Corporate Social Responsibility, Global Aspects of Marketing, Export and Import procedure, and enabling them to apply in their Professional Life
8. Adopt the Computer applications in Business through Software, Information and


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Communication Technology tools, E-Commerce to increase efficiency and optimum utilization of resources.

9. Highlight the need and importance of Human Rights, Stress Management and its coping mechanism.

10. Motivate the students towards life-long learning through Online Platforms such on MOOC, NPTEL etc.

Programme Outcome

1. Sythensize the acquired knowledge and skill to established and organise a Business Organisation efficiency and effectively.

2. Highlight the importance of Human Rights, Ethics and Management of Human Resources.

3. Analyse the Business Environment, Global Marketing, Export and Import Management and Services Marketing.

4. Contrast and compare the Elements of Insurance, Business Laws, Corporate Laws, and Auditing of Business Organisation.

5. Appraise Banking Theory, Stress Management, Small Business Management, and Office Management.

6. Apply Cost Accounts, Corporate Accounts, Management Accounts, Accounting for Managerial Decisions and Financial Management to measure the financial viability of Business.

7. Demonstrate the Ethics and Human Values in Business through Business Ethics, Human Rights.

8. Develop new Business ideas, prepare detailed Project Report and Present the Project through Viva voce to instil entrepreneurship qualities among students

9. Utilize Computers, Internet, ICT and other Software to maximize resource utilization and to bring efficiency in day-to-day Business Operations.

10. Develop the students for self and continuous learning through Massive Open Online Courses (MOOC), like SWAYAM, NPTEL, and other such Portals.

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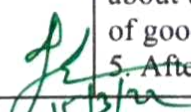
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COURSE OUTCOMES

S.NO.	SEMESTER	COURSE NAME	Course Outcomes
1.	I	Advanced Financial Management	After studied Unit-1, the student will be able to understand the functions of finance Management. 2. After studied Unit-2, the student will be able to know about the long-term sources of funds and environment of working capital. 3. After studied Unit-3, the student will be able to gain information about capital structure and leverage 4. After studied Unit-4, the student will be able to gain knowledge about capital investment decision 4. After studied Unit-5, the student will be able to be acquainted with on the subject of working capital Management.
2.	I	Accounting for Managerial Decisions	After studied Unit-1, the student will be able to understand the concept of Accounting for Decision making 2. After studied Unit-2, the student will be able to understand the Ratio Analysis Leverage Analysis-Budgeting and budgetary control 3. After studied Unit-3, the student will be able to understand the analysis of Fund flow and cash flow statements 4. After studied Unit-4, the student will be aware of the Marginal Costing, Applications and its technique 5. After studied Unit-5, the student will be able to know financial decisions Making
3.	I	Marketing Management	After studied Unit-1, the students will able to know the core market and their functions. 2. After studied Unit-2, the students will able to know the various kinds of Pricing and various stages in product life cycle, new product development. 3. After studied Unit-3, the students will gain knowledge about the marketing channel and distribution. 4. After studied Unit-4, the students will learn about the kinds of advertisement and qualities of good salesman. 5. After studied Unit-5, the students will know


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			about the recent trend in modern marketing and digital marketing.
4.	I	Advanced Business Statistics	<p>After Studied Unit-1, The Student Will Be Able to Know Partial and Multiple Correlations.</p> <p>2. After Studied Unit-2, The Student Will Be Able to Know Probability and Binomial Distribution.</p> <p>3. After Studied Unit-3, The Students will know the Issues Surrounding Sampling, Hypothesis, Z Test and T Test.</p> <p>4. After Studied Unit-4, The Student Will Be Able to Have the Awareness About Application of Chi- Square Distribution.</p> <p>5. After Studied Unit-5, The Student Will Be Able to Know About Analysis of Variance and F Test.</p>
5.	I	Managerial Economics	<p>After studied Unit-1, the student will be able understand the theories of managerial economics and factors.</p> <p>2. After studied Unit-2, the student will be able to develop an idea about Demand analysis and Forecasting.</p> <p>3. After studied Unit-3, the student will be able to provide an idea regarding law of variable proportions, product function and cost function.</p> <p>4. After studied Unit-4, the student will be able to make them aware about the Economics of size and capacity Utilization and market structure pricing.</p> <p>5. After studied Unit-5, the student will be able to acquire the knowledge about be Business cycle and Policies</p>
6.	I	Principles of Marketing	<p>After studied Unit-1, the student will be able to understand the evolution of Marketing across ages through varying views on Marketing concept</p> <p>2. After studied Unit-2, the student will be able to know the Bases of Market Segmentation and factors determining consumer behaviour</p> <p>3. After studied Unit-3, the student will be able to know the Significance of Elements of Marketing Mix and Factors affecting price decision</p> <p>4. After studied Unit-4, the student will be able to know about kinds of Pricing and types of</p>

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			Channels of Distribution 5. After studied Unit-5, the student will be able to know the recent trends in Marketing.
7.	II	Corporate Laws	Define Corporate Personality, Corporate Governance, E-Governance and describe the Corporate Governance Code in Companies Act. 2. Discuss the prohibitions of certain Agreements, Abuse of Dominant Position and Regulation of Combinations under The Competition Act. 3. Enumerate the Powers and Functions of SEBI. 4. Describe the provisions related to listing of Securities, Public Offerings and discuss the prohibition of Insider Trading in various regulations of SEBI 5. Discuss the provisions related to Regulation and Management of Foreign Exchange, Related Offences, Penalties and Appeals Procedure under FEMA, 1999. 6. Elucidate the Corporate Insolvency Resolution Process and Liquidation Process under Insolvency and Bankruptcy Code, 2016.
8.	II	Human Resource Management	After studied Unit-1, the student will be able to understand the concepts of Human Resource Management 2. After studied Unit-2, the student will be able to understand Recruitment and Selection Procedure 3. After studied Unit-3, the student will be able to know the various ways of solving the employee grievances procedure. 4. After studied Unit-4, the student will be able to know the evaluation the methods of Performance Appraisal 5. After studied Unit-5, the student will be able to evaluate the Different Techniques of Training.
9.	II	Advanced Corporate Accounting	After studied unit-1, the student will be able to make them aware about the Accounts of Banking Companies 2. After studied unit-2, the student will gain knowledge on preparation of accounts of insurance companies. 3. After studied unit-3, the student will be able to know develop knowledge of holding

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			<p>company concept & preparation of consolidated balance sheet.</p> <p>4. After studied unit-4, the student will be able to know about Inflation accounting and CPP method.</p> <p>5. After studied unit-5, the student will be able to know about Human Resource Accounting in India.</p>
10.	II	Export and Import Management	<p>After studying Unit-1 students will be able to understand International Trade, Differences between International Trade, Domestic Trade and Advantages against International Trade.</p> <p>2. After studying Unit-1 students will be able to differentiate Free Trade, Protection, Advantages of Free Trade and Protection, Tariffs - Non -Tariff barriers, Quota and Foreign Trade Policy</p> <p>3. After studying Unit-2 student will be able to know the Balance of Payments and FEMA.</p> <p>4. After studying Unit-2 students will have an exposure to the dealings in foreign exchange, Capital Account Transactions and Exports of Goods and Services.</p> <p>5. After studied Unit-3, the student will be able to understand the Export Procedure and Export Documents.</p> <p>6. After studying Unit-3 students will know the aspects of Letter of Credit (LC), Bill of Exchange, Trade Receipts, Letter of hypothecation, EPCG, Clearing and Forwarding Agents, Logistic Management and Supply Chain.</p> <p>7. After studying Unit- 4 students will be aware of the Duties at the time of import, Duty Calculation, Changes in import Procedure and Import under Export Promotion Schemes</p> <p>8. After studying Unit-4 students will be able to understand Duty payment through EXIM, EOU'S and SEZ, Special Additional Duty of Customs (SAD), Imports Tax Credit (ITC), Custom Clearance, Refund on Exports and Duty-free Import.</p> <p>9. After studied Unit-5, the student will be able to know Export Pricing, Pricing</p>



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			objectives - Factors affecting pricing decisions, Steps involved in pricing, Pricing methods, Dumping and Marketing methods.
11.	II	Principles of Management	<p>After studied unit-1, the student will be able to understand the Principles & Functions of Management.</p> <p>2. After studied unit-2, the student will be able to understand the Planning and its importance.</p> <p>3. After studied unit-3, the student will be able to understand the Organization and its importance.</p> <p>4. After studied unit-4, the student will be able to understand the Authority, Responsibility & Delegation.</p> <p>5. After studied unit-5, the student will be able to understand the Need for Co-ordination and importance of Control.</p>
12.	III	Goods & Services Tax	<p>After studied unit-1, the student will be able to understand the Principles & Functions of Management.</p> <p>2. After studied unit-2, the student will be able to understand the Planning and its importance.</p> <p>3. After studied unit-3, the student will be able to understand the Organization and its importance.</p> <p>4. After studied unit-4, the student will be able to understand the Authority, Responsibility & Delegation.</p> <p>5. After studied unit-5, the student will be able to understand the Need for Co-ordination and importance of Control.</p>
13.	III	Organisational Behaviour	<p>After studying studied Unit-1 students will be able to understand the basic concept of organisational behaviour and foundations of individual behaviour.</p> <p>2. After studying Unit -1 students will be able to have a idea about Personality, Stages of personality, perception, learning, attitudes, values and emotions.</p> <p>3. After studying Unit-2 student will be able to develop an idea about different motivational theories and evaluate motivational strategies used in a variety of organizational settings.</p> <p>4. After studying Unit-2 students will be able to</p>

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			<p>understand motivation, morale, organisational citizenship behaviour.</p> <p>5. After studying Unit-3 student will be able to understand the foundation of group dynamics.</p> <p>6. After studying Unit-3 student will be able to understand work stress, stress management and coping strategies of stress.</p> <p>7. After studying Unit-4, the student will be able to evaluate the appropriateness of various leadership styles and how to deal with organisational conflict.</p> <p>8. After studying Unit-4, the student will be able to remember the concepts of organisational conflicts, stages, sources, types and conflict management.</p> <p>9. After studying Unit-5, the student will be able to understand different types of organizational structures and importance of organizational effectiveness.</p> <p>10. After studying Unit-5, the student will be able to understand organisational effectiveness & performance and organisational ethics</p>
14.	III	Advanced Cost Accounting	<p>After studied Unit-1, the student will be able to understand the basic concepts in Cost Accounting and also familiarizing with the preparation of Cost Sheets, Tenders and Quotations.</p> <p>2. After studied Unit-2, the student will be able to understand Preparation of Process Costing.</p> <p>3. After studied Unit-3, the student will be able to Know the Standard Costing and Variance Analysis</p> <p>4. After studied Unit-4, the student will be aware of the Cost control and Cost Reduction.</p> <p>5. After studied Unit-5, the student will be able to develop the knowledge about Activity based costing.</p>
15.	III	Research Methodology	<p>After studied unit-1, the student will be able to know the various concept relating to Research.</p> <p>2. After studied unit-2, the student will be able to demonstrate the different types of sampling techniques and classify the data.</p> <p>3. After studied unit-3, the student will be able to collect the data from various sources,</p>



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			<p>analyse and interpret it.</p> <p>4. After studied unit-4, the student will be able to apply various statistical tools for Research.</p> <p>5. After studied unit-5, the student will be able to prepare research report.</p>
16.	III	Services Marketing	<p>After studied Unit-1, the student will be able to understand the essential elements of marketing mix in Service marketing</p> <p>2. After studied Unit-2, the student will be able to develop an idea about marketing strategies for various services marketing-mix.</p> <p>3. After studied Unit-3, the student will be able to know and learn about Product support services and identify the problems of Service quality management</p> <p>4. After studied Unit-4, the student will be able to learn the Marketing of financial services.</p> <p>5. After studied Unit-5, the student will be able to acquire the knowledge about CRM.</p>
17.	III	Banking Theory	<p>After Studied Unit-1, The Student will be able to know classification of banks, ownership, function and banking structure in India.</p> <p>2. After Studied Unit-2, The student will be able to familiar with the Types and Functions of Commercial Banks.</p> <p>3. After Studied Unit-3, The Students will able to analyse the Relationship between Banker and Customer.</p> <p>4. After Studied Unit-4, The Student will be able to know the Functions of Central Banks</p> <p>5. After Studied Unit-5, The Student will be able to Analyse Recent Trends in Banking Sector.</p>
18.	IV	Direct Taxes	<p>The students we able to Contrast the Different Basic Concepts in Income Tax</p> <p>2. The students we able to understand and Compute Salary Income and Income from House Property.</p> <p>3. The students we able to understand and Construct the Statements for Business. Income, Professional Income and Capital Gain.</p> <p>4. The students we able to understand and Compute Income from Other Sources and Total Income of Individual.</p>



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			5. The students we able to understand and Trace Assessment Procedure and Familiarizing Tax Planning.
19.	IV	Investment and Portfolio Management	Making the students being well aware of types of financial markets 2. Testing the knowledge of students about measurement of risk and return. 3. Asses the performance of students in relation to Fundamental Analysis, Economic Analysis, Industry Analysis and Company Analysis. 4. Evaluate student's knowledge on valuation of equity shares, preference shares, debentures and bonds 5. Getting the students to familiarize Efficient Market Hypothesis
20.	IV	Project Development	The students will be able to understand the Project and its development: 2. The students will be able to understand the Capital expenditure decisions of projects. 3. The students will be able to understand the Economic Viability of the project. 4. The students will be able to understand the Sources of Project Finance. 5. The students will be able to understand the Project schedule and control mechanism.
21.	IV	Financial Services	After studied Unit-1, achieve the target of students having better understanding of Financial Services in India. 2. After studied Unit-2, the student will be able to know the Collect the data from the students pertaining to venture capital 3. After studied Unit-3, Let the students know about Capital Market, Money Market Strategies and present position of stock market in India, 4. After studied Unit-4, the student will be able to have the awareness of SEBI Guidelines and Structure and performance evaluation 5. After studied Unit-5, the student will be able to know about Investor Services & Credit rating agencies
22.	IV	Office Management	After Studied Unit-1, Students will be able to support management in office

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			<p>administration.</p> <p>2. After Studied Unit-2, Students will be able to prepare business documents and records.</p> <p>3. After studied unit-3, Students will be able to manage records and files. Students will also able to demonstrate business communication skills</p> <p>4. After Studied Unit-4, Students will be able to utilize appropriate office technology. Students will also able to execute the duties of an office administrator.</p> <p>5. After Studied Unit-5, the student will be able to know about to role of management in the workplace, levels and functions of management</p>
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