

Name of the Department : COMMERCE (CA)
 Programme : UG

S.No	Course Code	Course Name	Course Outcomes
SEMESTER I			
1.	15USPL11	Seyalar Panimuraihal	<ul style="list-style-type: none"> • நிறுமம் பற்றிய அடிப்படையை அறிந்ததன் மூலம் நிறும மேலாண்மை அறிவினைப் பெற முடியும். • நிறுவன சட்டவிதிகளைப் பற்றிய அடிப்படை அறிவினை பெற முடியும். • நிறுமம் பற்றிய தகவல்களை அறிவதன் வாயிலாக வேலை வாய்ப்பு பெறும் வழியை தெரிந்து கொள்ளலாம். • நிறுமத்தை அமைப்பதற்கான வழிமுறைகளை அறிந்து நிறுமம் அமைக்கும் நடைமுறை அறிவு பெற்று பயனடைய முடியும். • நிறுவனத்தின் கூட்ட நிகழ்வுகளை அறிந்ததன் மூலம் தொழில் கூட்டம் நடத்தும் முறையை அறிய முடியும். • நிறுவன சட்ட ஆவணம் பற்றி தெரிந்ததன் மூலம் அதை பெறும் வழியை அறிந்து பயனடைய முடியும்.
2.	15UCPC11	Fundamentals of Accounting	<ul style="list-style-type: none"> • Prepare financial statement in accordance with generally accepted accounting principles . • Recognize and understand ethical issues related to the accounting profession. • Get the basic knowledge of functions of accounting. • Define effectively the needs of the various users of accounting data. • Identify the main financial statements and their purposes. • Describe the main elements of financial accounting information - assets, liabilities, revenue and expenses. • Define the concept of accounting and book keeping. • Connect knowledge and record business changes that are envisaged by

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			<p>the course syllabus.</p> <ul style="list-style-type: none"> • Use information to support business process and practices, such as problem analysis and decision making. • Apply quantitative skills to help analyze and solve business problem and to take advantages of business opportunities.
3.	15UCPC1P	PC Software LAB	<ul style="list-style-type: none"> • Gain life-long learning of computer concepts and skills. • Develop Skills in personal, academic and business documents • Share data in Microsoft office Applications • Practice application oriented exercises • Use functions in Microsoft Excel to perform basic calculations and to convert number to text and text to number. • Create presentation in Microsoft PowerPoint that is interactive and legible content • Create document in Microsoft word • Develop skills to prepare documents, spreadsheets and presentations to compete with technology based world • Gain familiarity with fundamental software application skills in programs including Microsoft word, Excel, Powerpoint in support of basic business applications. • Use Microsoft powerpoint to create compelling presentations featuring text, tables, clip art, charts and animations
4.	15UCPA11	PC software	<ul style="list-style-type: none"> • Identify and analyze computer hardware and software

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			<ul style="list-style-type: none"> • Use system development, word processing, spreadsheet and presentation software to solve basic information system problems • Create documents for real time applications • Acquire skills to use tools necessary for professional development • Learn the basic knowledge of computer and its application • Ability to learn about different applications including word, powerpoint and excel
5.	15UCPN11	Principles of Accounting	<ul style="list-style-type: none"> • Prepare financial statements in accordance with Generally Accepted Accounting Principles. • Employ critical thinking skills to analyze financial data as well as the effects of differing financial accounting methods on the financial statements. • Effectively define the needs of the various users of accounting data and demonstrate the ability to communicate such data effectively, as well as the ability to provide knowledgeable recommendations. • Apply appropriate judgment derived from knowledge of accounting theory, to financial analysis and decision making.
6.	15UCPE1P	Computerised Accounting Lab	<ul style="list-style-type: none"> • Ability to create the company with tally vault password and security control. • Understand the responsibility of system Administrated in a company. • Develop the skill for maintaining the accounts in the system upto the preparation of final accounts.

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SEMESTER II			
1.	15UKKL21	Kappeddu kotpattuhah	<ul style="list-style-type: none"> • ஆயுள் காப்பீடு மற்றும் பொது காப்பீட்டின் பயன்பாட்டை அறிந்து கொள்ள முடியும். • காப்பீட்டின் முனைமம் கணக்கிடும் முறைகளை அறிந்து ஆராயும் அறிவினை பெற முடியும். • காப்பீட்டின் அடிப்படையை அறிவதன் மூலமாக காப்பீட்டு விதிகளை அறிந்து முகவராகும் வேலை வாய்ப்பினை அறிய முடியும். • இந்திய ஆயுள் காப்பீட்டு முறையை அறிந்ததன் மூலம் எதிர்கால சேமிப்பு பற்றிய மனப்பான்மையைப் உருவாக்க முடியும். • காப்பீடு தனியார் மயமாக்கல் பற்றிய அரசின் கொள்கையை தெரிந்து கொள்ள முடியும். • காப்பீட்டு ஒப்பந்தம் (மற்றும்) பத்திரங்களின் வகையை உணர முடியும்.
2.	15UCPC21	Advanced Accountancy I	<ul style="list-style-type: none"> • Gain knowledge to prepare income and expenditure account and receipts and payment account. • Gain familiarity with various accounting system maintained in financial sector. • Differentiate the capital nature of transaction from revenue nature. • Understanding the preparation and usage of inland and foreign bill of exchange. • Analysing the nature of discounting and endorsement system in Bill of exchange. • Obtain full fledged knowledge in maintenance of fixed assets by using various depreciation methods. • Identify the importance and cause of providing depreciation on fixed assets. • Understand the ways of large scale business concern maintain accounts by using self-balancing and sectional

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			balancing system.
3.	15UCPC2P	Business Application Programming in C LAB	<ul style="list-style-type: none"> • Equipping critical thinking and problem solving skills • Develop code in C programming for given problem • Create the diversified solution in C • Adequately use the different operations on Arrays • Use functions to solve the Problem • Design the solution for the given problem • Understand the concepts of pointers • Write the C program for simple applications of real life problem using Structures and Unions
4.	15UCPA21	Business Application Programming in C (Theory)	<ul style="list-style-type: none"> • Identify the structure of programming styles • Adequately explain about C Programming languages • Explain the process of problem solving • Design the solution for the given problem • Write the code for the given problem • Trace the codes step by step manually • Write the C program for simple applications of real life problem using Structures and Unions • Understand the use of Arrays and Pointers in C
5.	15UCPN21	Fundamentals of Marketing	<ul style="list-style-type: none"> • Acquire an understanding of fundamental concepts of Marketing • Develop knowledge about different pricing strategies a firm can utilize • Analyze possible consequences of Promotion marketing decisions on company performance. • Ability to identify different marketing

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			<p>problems.</p> <ul style="list-style-type: none"> • Identify opportunities and challenges presented to organisations and subsequently develop marketing objectives and strategies based on integrating the key elements of marketing. • Apply a range of theories to analyse opportunities in complex marketing contexts.
6.	15UCPE21	Introduction to share markets	<ul style="list-style-type: none"> • Able to understand the characteristics of financial assets. • Apply different valuation models to evaluate fixed income securities, stocks and how to use different derivative securities to manage their investment risks. • Demonstrate the rights of investors and ensuring safety to their investment. • Develop a code of conduct for intermediaries such as brokers and underwriters.
SEMESTER III			
1.	15UCPC31	Applications of Multimedia - Theory	<ul style="list-style-type: none"> • Identify the emerging technology in designing • Acquire gain knowledge on understanding on designing and development tool • Adopt rapidly to changing Multimedia technology • Use the wide variety of current media • Apply effectively the techniques in Photoshop • Master in digital design graphic tool to become employable • Evaluate the potential tools in Flash • Implement the various tools in Photoshop

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2.	15UCPC32	Advanced Accounting II	<ul style="list-style-type: none"> • Ability to understand the accounting treatment of branch accounts. • Gain knowledge about the nature of expenses and the allocation of tools to various departments. • Learn the procedure to maintain Insolvency accounts. • Clearly understand the method of fire insurance claim and application of average clause. • Familiarity with the accounting treatment of lessor and lessee in royalty account. • Know the hire purchase system and Installment purchase system and the accounting entries.
3.	15UCPC33	Cost Accounting	<ul style="list-style-type: none"> • Define and apply cost accounting concept. • Analyse the cost volume profit relationship and solve. • Apply job costing and allocation of overhead. • Prepare and explain master budget and responsibility accounting. • Analyse and gain variances, flexible budgets and management control. • Analyse inventory costing and capacity. • Identify and determine cost behavior. • Familiarizing the relevant information and analyse decision making.
4.	15UCPC3P	Applications of Multimedia Lab	<ul style="list-style-type: none"> • Identify the emerging technology in designing • Gain knowledge of designing and development tool • Acquire the conceptual knowledge of animation • Develop animation applications • Apply effectively the techniques in

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			Photoshop <ul style="list-style-type: none"> • Evaluate the potential tools in Flash • Implement the various tools in Photoshop • Create a effective presentation in Flash
5.	15UCPA31	Statistical Methods	<ul style="list-style-type: none"> • Student Recognize the function and scope of statistics • Identify the primary data and the secondary data • Design and draw, diagram, graph, table and chart • Understand various types of averages • Independently calculate basic statistical parameters (measures of central tendency, dispersion, correlation and regression. • Analyze the time series • Learn various statistical methods and their application in different fields • Gain rudimentary knowledge in statistics.
6.	15UCPS31	Communication in Business	<ul style="list-style-type: none"> • Apply appropriate communication skills. • Demonstrate knowledge of communication theory & letters. • Build and maintain healthy and effective business relationship. • Display competence in Oral and written communication • Enrich the positive group communication exchanges.
7.	15UCPV3P	Desk Top Publishing Lab	<ul style="list-style-type: none"> • Enrich knowledge about publication setup • Develop skills to operate and use application software
SEMESTER IV			
1.	15UCPC41	Introduction to DBMS - Theory	<ul style="list-style-type: none"> • Define the terminology, features, classifications, and characteristics

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			<p>embodied in database systems.</p> <ul style="list-style-type: none"> • Analyze information storage problem and derive information model expressed in the form of an entity relation diagram and other optional analysis forms. • Demonstrate an understanding of the relational data model. • Transform information model into a relational database schema and to use a data definition language and/or utilities to implement the schema using a DBMS. • Formulate, using relational algebra, solutions to a broad range of query problems. • Formulate, using SQL, solutions to a broad range of query and data update problems. • Understanding of normalization theory and apply such knowledge to the normalization of acquire database. • Have a high-level understanding of major DBMS components and their function. • Apply current techniques, skills, and tools necessary for computing practice.
2.	15UCPC4P	DBMS LAB	<ul style="list-style-type: none"> • Understand DBMS concepts, data models and Architecture. • Use SQL for database management. • Understand ER concepts and ER mapping for relational model. • Apply the concepts of relational algebra and calculus. • Apply normalization process to construct the data base. • Understand Concurrency and recovery strategies of DBMS.

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			<ul style="list-style-type: none"> • Apply procedures to program the data access and manipulation.
3.	15UCPC42	Advanced Accountancy III	<ul style="list-style-type: none"> • Understand the concepts of partnership deed. • Gain knowledge to prepare journal entries for the formation of partnership deed. • Know the valuation of goodwill and its accounting treatment • Understand the method of maintaining partners capital account • Get analytical thinking related to distributing profit / Loss in Partnership. • Know the procedures for dissolution of partnership. • Learn the procedure of amalgamation of partnership firm.
4.	15UCPC43	Accounting for Managerial Decisions	<ul style="list-style-type: none"> • Understand the cost, management accounting techniques for evaluation, analysis and application in managerial decision making. • Apply the managerial accounting concept. • Evaluate complex idea and tolerate ambiguity in managerial and organizational problem solving. • Evaluate the cost and benefits of different conventional and contemporary costing systems. • Explain the three primary purposes of management accounting namely, product costing, decision making and cost control. • Compare traditional and contemporary costing approaches for the stated purposes. • Develop and apply standards and budget for planning and controlling

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			<p>purposes.</p> <ul style="list-style-type: none"> • Present and critically analyse information pertaining to accounting, management, ethical and social issues to assist management decisions.
5.	15UCPA41	Mathematical Applications in Business	<ul style="list-style-type: none"> • Gain knowledge on mathematical application • Solving problems in the language of sets and perform set operations and ability to apply the fundamental principle of counting • Simplify the mathematical calculation by using indices and logarithms • Acquire knowledge to analyze and problem in the area of business of simple interest , compound interest, depreciation and discounting of a bill • Gain understanding in calculating calculus • Gain mathematical knowledge in facing the competitive examination successfully • Gain knowledge in matrices • Obtain pragmatic knowledge in application for problem solving.
6.	15UCPO41	Banking Theory	<ul style="list-style-type: none"> • Describe the basic concepts and theories of banking • Understand the meaning and evolution of banking theory • Evaluate the functions of commercial banks and RBI • Demonstrate the procedure of negotiable instruments. • Evaluate the duties and responsibilities of banker • Identify the rules regarding partnership

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			<ul style="list-style-type: none"> • Acquire knowledge about lending of funds. • Enrich the knowledge of credit control measures. • Gain knowledge about Electronic payment system.
7.	15UCPO42	Customer Relationship Management	<ul style="list-style-type: none"> • Able to Explain the value of Customer Relationship Management • Assist groups in determining to measure the success of their relationship management efforts. • Develop an understanding of the terms and benefits of CRM on a Company's bottom line. • Analyze the different components of a CRM Plan. • Develop their checklist for readiness and success in CRM. • Identify developmental roles that have the greatest impact on CRM
SEMESTER V			
1.	15UCPC51	Advanced Accountancy IV	<ul style="list-style-type: none"> • Gain knowledge on different types of shares and its accounting procedures. • Ability to understand the debenture and its accounting procedure • Understanding the procedure for underwriting of shares and debentures • Learn the different methods of valuation of goodwill • Familiarity with the final accounts of joint stock company • Understand the procedure for Amalgamation and absorption of Joint Stock Company. • Gain the knowledge on internal and external reconstruction of Joint Stock Company. • Clearly understand the procedure for

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			redemption of debentures.
2.	15UCPC52	Income Tax-I	<ul style="list-style-type: none"> • Identify the ways and means of how the government procures necessary revenues from direct taxes. • Understand thoroughly the residential status of a person for tax implication. • Increase an awareness of the various benefits available to working class from employer. • Understand the privileges available through paying taxes. • Gain knowledge on tax concession available while starting business unit in Special Economic zone. • Understand the various aspects of dealing the depreciation in business assets. • Enables to bifurcate the different sources of income for tax calculation.
3.	15UCPC53	Visual Basic Programming Theory	<ul style="list-style-type: none"> • Gain knowledge to design, create, build and debug visual basic Applications. • Explore Visual Basic's Integrated Development Environment(IDE) • Implement syntax rules in visual basic programs • Gain Familiarity with basic variables and data types used in program development • Develop to apply decision structures for determining different operations • Develop skills in windows applications using forms, controls and events
4.	15UCPC5P	Visual Basic Programming LAB	<ul style="list-style-type: none"> • Absorb and review the basics of visual program • Apply visual programming to software development by designing projects with menus and submenus • Use visual programming environment

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			<p>to create simple visual applications</p> <ul style="list-style-type: none"> • Demonstrate fundamental skills in utilizing the tools of a visual environment in terms of the set of available command ,menus and toolbars • Implement Sequence, Selection and Iteration in constructing the design of solution • Ability to analyse program coding and express in the form of Event driven environment
5.	15UCPO51	Mercantile Law	<ul style="list-style-type: none"> • Review the relationships of ethics and law in business relevant legal terms in business. • Provide the brief idea about the frame work of Indian business law. • Familiarize to provide the students with case law studies related to business laws. • Describe the uniform commercial code and domestic sales and lease contracts, title risk and insurable interest. • Create an awareness of the incompleteness of law and the continuous state of development of legal principles. • Identify and analyze the requirements to form and terminate an agency relationship.
6.	15UCPO52	Marketing Management	<ul style="list-style-type: none"> • Create a business plan, including business feasibility assessment and financial analysis projections, for an innovative new business, product or service. • Analyze marketing problems and provide solutions based on a critical examination of marketing information. • Gain knowledge of social, legal, ethical

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			<p>and technological forces on marketing decision-making.</p> <ul style="list-style-type: none"> • Design a marketing research study that will act as a key resource in the development of a marketing plan. • Develop self leadership strategies to enhance personal and professional effectiveness. • Assess business processes relative to organizational goals.
7.	15UCPS5P	MS Access Lab	<ul style="list-style-type: none"> • Understand how access is used and how to navigate around it • Create simple access tables and forms • Create relationship between tables. • Modify the structure of an existing table. • Extract information from tables or queries. • Sort and filter records in a table • Create meaningful reports from tables.
8.	15UCPS51	Entrepreneurial Skills	<ul style="list-style-type: none"> • Ability to manage people, processes, and resources within a diverse organization. • Gain knowledge to apply leadership concepts in an integrated manner. • Analyze the internal/external factors affecting a business/organization to evaluate business opportunities. • Critical thinking skills in business situations. • Develop appropriate business model. • Review the local business and global business environment. • Apply an ethical understanding and perspective to business situations
SEMESTER VI			
1.	15UCPC61	Advanced Accounting V.	<ul style="list-style-type: none"> • Understand to prepare final account of commercial banks

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			<ul style="list-style-type: none"> • Absorb to prepare final account of general insurance company and self government • Encourage practice in accounting transactions and events related to investments • Able to differentiate between single and double entry system, to ascertain profit and loss and to prepare opening and closing statements of affairs • Gain understanding to prepare consolidated financial statements as of the date of acquisition and for periods subsequent to the date of acquisition. • Gain knowledge in techniques to be applied in single entry system • Describe the conceptual framework of inflation accounting techniques • Ability to develop in explain revenue recognition criteria and describe accounting for operating expense.
2.	15UCPC62	Income Tax - II	<ul style="list-style-type: none"> • Creates ability to manage their family members' income for income tax purpose. • Gain the knowledge for treatment of unabsorbed depreciation and loss in business . • Familiarize with various benefits available to tax-payers in the name of deductions. • Create ability to become income tax practitioner. • Get more employment opportunities in private sector and public sector. • Prepare income tax return and submission . • Understand various deductions of tax at sources.

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			<ul style="list-style-type: none"> • Analysis facts related to advance payment of Tax and Tax refund.
3.	15UCPC63	Web Designing	<ul style="list-style-type: none"> • Ability to develop a dynamic webpage by the use of java script and DHTML. • Enable to write a well formed / valid XML document. • Connect a java program to a DBMS and perform insert, update and delete operations on DBMS table. • Design a server side java application called Servlet to catch form data sent from client, process it and store it on database. • Inculcate a server side java application called JSP to catch form data sent from client and store it on database. • Define modern protocols and systems used on the Web (such as HTML, HTTP, URLs, CSS, XML). • Implement an interactive web site(s) with regard to issues of usability, accessibility and internationalization • Justify and explain particular internet application concepts, relevant alternatives and decision recommendations, including design considerations for internet security
4.	15UCPO61	Human Resources Management	<ul style="list-style-type: none"> • Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes. • Design a training program using a useful framework for evaluating training needs and evaluating training results. • Interpret salary survey data and design a pay structure with appropriate pay grades and pay ranges.

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			<ul style="list-style-type: none"> • Evaluate company's implementation of a performance-based pay system. • Demonstrate knowledge of employee benefit concepts, plan design, administrative considerations and regulations governing employee benefit practices. • Facilitate to align HR systems with the strategic business objectives of a firm • Facilitate and communicate the human resources component of the organization's business plan.
5.	15UCPO62	Labour Law	<ul style="list-style-type: none"> • Understand the basic concepts and expertise in the labour industrial and employment laws. • Knowing the contemporary perspectives in the existing laws. • Ability to deal with legal and policy issues arising in labour law discipline. • Enrich the knowledge about exposers to legislations relating to welfare of workers such as payment of wages Act. • Gain knowledge about Indian Industrial Acts. • Familiarity with the critical labour and Industrial relatives practice.
6.	15UCPS61	Employability Skills	<ul style="list-style-type: none"> • Able to design Curriculum Vitae for relevant employment opportunities, • Acquire Interview and telecommunication skills for improve communication, • Nourish the positive attitude and promote the team work for employability, • Augment the positive frame of mind and perform confidently in interviews to attain Prospective career.
7.	15UCPV6P	E- Commerce Practicals	<ul style="list-style-type: none"> • Gain basic knowledge and skill in

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			internet usage • Ability to analyze real business cases regarding their e-business strategies