



Indo-American College

Not just another college

Permanently Affiliated to THIRUVALLUVAR UNIVERSITY, Vellore.

Accredited by NAAC with 'B' Grade

Recognised Under Section 2 (f) & 12 (b) of UGC Act.

T.N. Govt. G.O.MS. No.172, Higher Education Dept, dt.27-4-1998

DEPARTMENT OF COMMERCE PROGRAMME OUTCOMES (M. Com)

.PO1:	To acquaint a student with conventional as well as contemporary areas in the discipline of Commerce.
PO 2:	To enable the students for conducting business, accounting and auditing practices, role of regulatory bodies in corporate and financial sectors nature of various financial instruments.
PO 3:	To provide in-depth understanding of all core areas specifically Advanced Accounting, Advanced Financial Management, Advanced Cost Accounting, Global Marketing Operations, Investment Management, Research Methodology, GST and Direct Tax planning.

COURSE OUTCOMES

S.No.	Course Code	Course Title	Course Outcomes
1	GCM11	Advanced Financial Management	<ul style="list-style-type: none">The course helps to have the understanding of the functions of finance management and expand the awareness of long term sources of funds.
2	GCM12	Accounting for Managerial Decisions	<ul style="list-style-type: none">The course focuses to students the understanding of the Accounting for Decision making and extends the knowledge of Ratio Analysis.
3	GCM13	Marketing Management	<ul style="list-style-type: none">The course helps to students the understanding of Core Marketing and Marketing segments and targets and extends the knowledge of marketing mix and brand equity.
4	GCM14	Advanced Business Statistics	<ul style="list-style-type: none">The course helps to students the understanding of multiple correlations and multiple regressions and extends the knowledge of technique of technique of probability.

5	GECM15B	Computer Application in Business	<ul style="list-style-type: none"> The course helps to students the understanding the basic concepts of computers and computer hardware and facilitates the students to have insights on words processing.
6	GOCS15B	Introduction in computer application	<ul style="list-style-type: none"> The course helps to computer Application is designed for anyone who would like to use the computer efficiently.
7	GCM21	Corporate Law	<ul style="list-style-type: none"> The course focuses to students this course is aimed at teaching students various acts that impact Indian Corporation like corporate Government that is essential in today's business world.
8	GCM22	Human Resource Management	<ul style="list-style-type: none"> The course helps to create awareness about the existing HR practices of the companies in India and students to understand the human resource management concepts and principles.
9	GCM23	Advanced Corporate Accounting	<ul style="list-style-type: none"> The course helps the students the understanding of the accounts of banking companies and final accounts and know about inflation accounting.
10	GFS20	Field Study	<ul style="list-style-type: none"> The students will be familiarized to understand our educational institution is to waken intelligence in the educator and the student.
11	GECM24B	Global Marketing	<ul style="list-style-type: none"> The course helps to students the understanding of the global marketing environment and facilitates the students' global product policy and price.
12	GHR20	Human Rights	<ul style="list-style-type: none"> The course focuses to students the nature, content, legitimacy and priority and fundamental right in the Indian Constitution.
13	DCM31	Goods and Services Tax (GST)	<ul style="list-style-type: none"> The course helps to students the gain expert knowledge on the principles and law relating to indirect taxation and GST in India and familiarizes the Provisions to appeal in the court.
14	DCM32	Organizational Behaviour	<ul style="list-style-type: none"> The course helps to students the basic concepts of organizational behaviour and brings an understanding on different types of motivational theories.

15	DCM33	Advanced Cost Accounting	<ul style="list-style-type: none"> The course focuses to students the understanding of the basic concepts in cost accounting and the knowledge of methods of costing process costing.
16	DCM34	Research Methodology	<ul style="list-style-type: none"> The course helps to students the understanding of the basic of Research Methodology and extends the knowledge of Data Collection and Sampling.
17	DECM35B	Service Marketing	<ul style="list-style-type: none"> The course helps to students aware of the Essential of marketing mix in Service marketing and expand the understanding of marketing for various services marketing – mix.
18	DMOOC30	Mooc Courses	<ul style="list-style-type: none"> The course to give students more online learning experience and to help part-time students and who are not able to fully participate in campus teaching, meet the + learning outcomes of the course.
19	DCM41	Direct Taxes	<ul style="list-style-type: none"> The course helps to students about History of Income Tax in India and facilitates the Practical knowledge on Income from Business from House Property.
20	DCM42	Investment and portfolio Management	<ul style="list-style-type: none"> The course helps to students the basic knowledge in proposed investors as to select the better investment proposal and facilities the students the students about Valuation of Securities, ABM, YBM, FVM.
21	DCM43	Project Development	<ul style="list-style-type: none"> The course helps the students to study project development cycle, project appraisal, project financing and selection and risk management and impart knowledge on project control and budgetary control.
22	DECM44A	Financial Services	<ul style="list-style-type: none"> The course help to enable the students to gain knowledge of business financial services and financial system of a country is closely related to the economic development.
23	DOBC44C	Life Style disease and prevention	<ul style="list-style-type: none"> The course to create awareness among students about the various diseases arising from the day-to-day activities.

24	DPCM46	Project / Dissertation with vivavoce	<ul style="list-style-type: none">• To study open ended research problem using appropriate techniques, tools and skills and present project findings and submit technical papers and thesis.
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