

Noorul Islam Centre for Higher Education

(Deemed to be University u/s 3 of the UGC Act 1956)

Kumaracoil, Thuckalay, Kanyakumari District - 629 180

Accredited by NAAC with 'A' Grade

CO16 BACHELOR OF COMMERCE(BCom)



Student Performance and Learning Outcomes

CO16 BACHELOR OF COMMERCE(BCom)

Programme outcome (PO)	
PO-A	The Graduates will be able to: Apply the knowledge of mathematics, Social science, accounting fundamentals, and computer specialization to the solution of complex accounting & management problems
PO-B	Create, select, and apply appropriate techniques, resources, and modern accounting tools & software.
PO-C	Function effectively as an individual, and as a member or leader in teams, and in multidisciplinary settings.
PO-D	Acquire entrepreneurial traits to start and manage their own innovative business successfully.
PO-E	Function effectively as an individual and as a member or leader in teams, and in multidisciplinary settings by demonstrating life skills, coping skills and human values.

Programme Specific Outcome - PSO	
PSO1	To build a strong foundation of knowledge in different areas of Commerce
PSO2	To develop the skill of applying concepts and techniques used in Commerce
PSO3	To develop an attitude for working effectively and efficiently in a business environment.
PSO4	Graduates with flair of self-employment will be able to initiate and build upon entrepreneurial ventures or demonstrate intrapreneurship for their employer organizations.
PSO5	Graduates will possess professional competence to do higher studies, research, lifelong learning for continuous growth and development.

I.No	Subject Code	Subject Name
SEMESTER II		
1.	MS16T2/MS 16M2/ MS16H2	Tamil 2/ Malayalam 2/ Hindi 2
2.	MS16E2	English 2
3.	CO1605	Financial Accounting 2
4.	CO1606	Business Communication 1
5.	CO1607	Economics for Business Decision II
6.	CO1608	Environmental Studies
SEMESTER IV		
7.	CO1615	Advanced Accounting II
8.	CO1616	Organizational Behaviour
9.	CO1617	Marketing Management
10.	CO1618	Commercial Law
11.	CO1619	E-Commerce
12.	CO1620	Business Mathematics
SEMESTER VI		
13.	CO1626	Advertising and Sales Promotion
14.	CO1627	Insurance and Risk Management
15.	CO1628	Merchant Banking
16.	CO1629	Corporate Accounting
17.	CO1630	Supply Chain Management
18.	CO16P1	Final Internship Project

CO1605 –Financial Accounting 2	
CO1	Can able to understand meaning and treatment of revenue and capital items and preparation of final accounts of non trading concerns
CO2	Can able to understand meaning of single entry and preparation of account and profit calculation
CO3	Can able to understand meaning and types of bill of exchange
CO4	Can able to understand meaning, importance terms and accounting records for consignment account
CO5	Can able to understand meaning and different methods of accounting treatment of joint venture accounts

CO1606 –Business Communication I	
CO1	To understand about the meaning, purpose, process, elements, forms and barriers of communication
CO2	To understand about the oral communication, types of listening, objectives, principles and effectiveness of oral communication
CO3	To understand about the types of business letters, report writing, Ajanta, minutes of meeting, Memorandum and circular
CO4	To understand about the meaning of presentation, PowerPoint, interview group, non verbal communication
CO5	To understand about the modern forms of communication

CO1607 –Economics for Business Decision II	
CO1	Can able to understand about the national income and social accounting.
CO2	Can able to understand about the theory of employment, supply function, principles of effective demand and consumption function.
CO3	Can able to understand about investment , savings , equality and equilibrium.
CO4	Can able to understand about rate of interest.
CO5	Can able to understand about economic growth.

CO1608 – Environmental Studies	
CO1	Can able to understand about awareness , impact of environmental science.
CO2	Can able to understand about ecosystem and biodiversity.
CO3	Can able to understand about environmental pollution , nuclear pollution and disaster management.
CO4	Can able to understand about urban issues, resettlement and rehabilitation issues.
CO5	Can able to understand about pollution growth and explosion , role of IT environment and human health.

CO1615 –Advanced Accounting II	
CO1	Can able to understand meaning of partnership, kinds of partnership, types, rights and duties of partner
CO2	Can able to understand meaning of partnership account and preparation of profit and loss appropriation account
CO3	Can able to understand meaning of admission of partner and preparation of balance sheet
CO4	Can able to understand meaning of retirement of partner and death of partner
CO5	Can able to understand meaning dissolution of partnership, Garner Vs. Murray

CO1616 –Organizational Behavior	
CO1	To develop a thorough knowledge and understanding of OB and analyze OB in the context of OB approaches, models and concepts.
CO2	To understand individual behavior in organizations including perception ,personality, values, attitudes and learning.
CO3	To familiarize individual and group behavior in organizations including motivational theories and leadership theories.
CO4	To recognize the processes used in developing communication, resolving conflicts and resisting to change.
CO5	To understand organizational system ,including organizational culture ,organizational design, culture, environment and organizational development.

CO1617 –: Marketing Management	
CO1	Can able to understand about the various concept and functions of marketing management.
CO2	Can able to understand about the product planning and policy.
CO3	Can able to understand about the Buyer behavior and market segmentation.
CO4	Can able to understand about the price decision , channel of distribution, pricing policies and strategies.
CO5	Can able to understand about the product promotional decisions.

CO1618 –Commercial Law	
CO1	Can able to understand about the Indian Contract Act 1872.
CO2	Can able to understand about the partnership Act 1932.
CO3	Can able to understand about the Companies Act 2013.
CO4	Can able to understand about the Sale of Goods Act 1930 and Goods and Services Tax Act.
CO5	Can able to understand about the Consumer Protection Act 1986.

CO1619– E-Commerce	
CO1	To understand about the concept of E- Commerce and its types.
CO2	Can able to remember architectural framework of E-Commerce and world wide web.
CO3	Can able to remember electronic payment system and EDI architecture.
CO4	Can able to understand E-Commerce infrastructure.
CO5	Can able to understand designing of website and concept of web design.

CO1620 –Business Mathematics	
CO1	Can able to understand about the number systems and Equations.
CO2	Can able to understand about the Indices and Logarithm.
CO3	Can able to understand about the Analytical Geometry and its Applications.
CO4	Can able to understand about the Matrix.
CO5	Can able to understand about the Commercial Arithmetic , Annuities , discount and banker's gain.

C01626 –Advertising and Sales Promotion	
CO1	To understand about the features of advertising.
CO2	To analyze the measures of advertising.
CO3	Can able to understand the advertising agencies.
CO4	To analyze the advertising budgets.
CO5	To evaluate the importance of sales promotion.

C01627 –Insurance and Risk Management	
CO1	Can able to understand about the term Insurance , role and its characteristics.
CO2	Can able to understand about the risk and risk management process.
CO3	Can able to understand about the idea about the commercial risk management applications.
CO4	Can able to understand about the personal risk management.
CO5	Can able to understand about the government regulation of Insurance sector, Insurance Intermediaries and foreign insures in India.

C01628–Merchant Banking	
CO1	Can able to understand concepts, regulation, code of conduct and the current development of merchant banking.
CO2	Can able to understand the pre issue and post issue management activities, underwriting, brokerage and financial services in India.
CO3	Can able to understand the depository system in India and mutual funds and its types and regulations.
CO4	Can able to understand the portfolio management and credit rating agencies in India.
CO5	Can able to understand the securitization of debts and the venture capital funds.

CO1629–Corporate Accounting	
CO1	To understand about the company corporate and issue of shares.
CO2	Can able to understand about the value of goodwill.
CO3	Can able to understand about the amalgamation of company.
CO4	Can able to understand about the holding company and company insurance account.
CO5	Can able to understand about the bank of accounts and balance sheet and valuation balance sheet.

CO1630–Supply Chain Management	
CO1	To develop thorough knowledge and understanding of SCM and to learn the effectiveness of SCM and various drivers of SCM.
CO2	To get an idea on demand planning and forecasting , method , order processing procurement process and location determinants.
CO3	To have a basic knowledge and idea on the inventory concepts, warehousing, material handling and the role of packing in warehousing.
CO4	To provide an insight on the types of transportation, selecting the mode and carrier, transportation documentation and legal aspects of shipping.
CO5	To understand and familiarize logistics concepts, reverse logistic, logistic outsourcing , logistic information system and integrated solutions.

CO16P1- Final Internship Project	
CO1	Demonstrate a sound knowledge of their selected project topic.
CO2	Students will acquire the ability to make links across different areas of knowledge and to generate, develop and evaluate ideas and information so as to apply these skills to the project task.
CO3	Students will acquire the skills to communicate effectively and to present ideas clearly and coherently to specific audience in both the written and oral forms..
CO4	Students will acquire collaborative skills through working in a team to achieve common goals.
CO5	Students will be able to learn on their own, reflect on their learning and take appropriate actions to improve it.